



NATIONAL FOUNDATION  
FOR INFANTILE PARALYSIS



BOY SCOUTS  
OF AMERICA



BOY'S CLUB  
OF AMERICA



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AND UNITED FUNDS



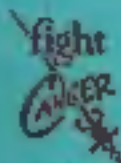
4-H CLUBS



GIRL SCOUTS  
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AMERICAN  
FOUNDATION FOR  
THE BLIND



GOODWILL  
INDUSTRIES OF  
AMERICA



LIONS  
INTERNATIONAL



KIWANIS  
INTERNATIONAL



FUTURE HOMEMAKERS  
OF AMERICA

This space is dedicated to  
countless other civic, religious,  
charitable and fraternal groups  
serving mankind's needs.



TRAVELERS AID  
SOCIETY



ROTARY

**N**EXT TIME you count your blessings, try going all the way. Here we are, free people in a free society. We work and live where we choose. Only our beliefs dictate where we shall worship, how we will vote.

Certainly these precious rights and privileges are worth the responsibilities they place on us. One such responsibility is to our local community in its civic endeavors; another bids us make sure that help is ever at hand for those among us who become innocent victims of disaster, disease or despair.

On this page are pictured insignia of just a few of the groups dedicated to serving others. Support such efforts any way you can. Remember that your help, freely given, whether in money or in service, strengthens our way of life.

For our part, we of Sears try to help in every possible way. Sears people everywhere are encouraged to take active part in the day-to-day work of their local community service organizations. They join in fund drives, they serve on school and hospital boards, they work with youth groups. Whatever the civic betterment project, there you will find Sears people discharging responsibilities they feel as free citizens. These things they do gladly besides contributing their money when the need arises. All of us, as Americans, feel we can do no less.

*Satisfaction guaranteed or your money back*

**SEARS, ROEBUCK AND CO.**

925 S. Homan Ave., Chicago 7, Ill.

Spring and Summer 1955

Shop the easy, modern  
way, BY TELEPHONE...



for number to call see  
pages 1255-1256



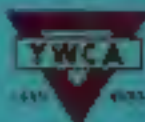
NATIONAL SOCIETY  
OF CRIPPLED CHILDREN  
AND ADULTS



AMERICAN HEART  
ASSOCIATION



FUTURE FARMERS  
OF AMERICA



YOUNG WOMEN'S  
CHRISTIAN  
ASSOCIATION



THE VOLUNTEERS  
OF AMERICA

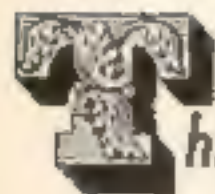


ARTHRITIS AND  
THE RHEUMATISM  
FOUNDATION



UNITED SERVICE  
ORGANIZATIONS





**This is the year  
for dresses with  
matched accessories**

Ours are the prettiest we've  
seen . . . and they're only

**\$8<sup>98</sup>**  
each

**A Parasol and Dress, \$8.98 . . . sizes 7 to 15 only.** Fine Everglaze® cotton . . . sunfast, hand washable fabric that stays crisp, won't shrink more than 2%. Smart Junior dress with new, softly tapered shoulder-line; tucked bodice front; skirt with unpressed pleats all around, 2-inch hem; long back zipper. Parasol sheds sun, showers. Petticoats not included. Shpg. wt. 2 lbs. 3 oz. *Only in Juniors' sizes 7, 9, 11, 13, 15. Order correct size.*

031 K 2425—Light pink with rose pink, green and tangerine print. . . . \$8.98

031 K 2426—Light blue with medium blue, green and tangerine print. \$8.98

**B Gloves and Dress, \$8.98 . . . sizes 10 to 18; 9 to 17.** Fine washable cotton that resists wrinkles, won't shrink more than 1%. Easy-to-wear dress with the new "far-away" collar, unpressed pleats all around the skirt. Matching gloves have black cotton jersey palms. Petticoats not included. Shpg. wt. 1 lb. 12 oz. *Misses' sizes 10, 12, 14, 16, 18; Juniors' sizes 9, 11, 13, 15, 17. Order correct size.*

031 K 4430—Light gold and rose pink on black; gold-color trim. . . only \$8.98

**C Tote Bag and Dress, \$8.98 . . . sizes 10 to 20.** Cool linen-look rayon; washable, won't shrink more than 2%. Here is your summer's love . . . V-neck in back and front; tie-shoulders that let you raise or lower the waistline; full skirt with box pleats all around; long back zipper. Matching bag lined with solid color. Petticoats not included. Shpg. wt. 2 lbs. 8 oz. *Only in Misses' sizes 10, 12, 14, 16, 18, 20. Order correct size.*

031 K 4108—Medium and light gold with rose pink and green on white \$8.98

Dresses on these 2 pages are shipped from Philadelphia, Kansas City or Atlanta, whichever is nearest. Order and pay postage from your mail order house. Measure, see page 82. Use Easy Terms . . . see inside back cover.

Sears has two pages of fine bouffant petticoats . . . see index.











**his is the year  
to look smooth**

The smooth, slim dress looks  
smartest in navy or black

**\$8.98**  
each

**A** Our Best Acetate and Rayon Crepe . . sizes 10 to 20. Excellent quality, finely ribbed crepe with a beautiful, finely "pebbled" texture. Smart dress has the new wide neckline, circled by detachable collar of 100% nylon organdy (see small view). Set-on bodice yoke; rhinestone pin included. 2-gore skirt back with kick pleat; 2-inch hem. Dry clean. Shpg. wt. 1 lb. 8 oz. *Misses' sizes* 10, 12, 14, 16, 18, 20. *Order correct size.*

031 K 4110—Black . . . . . \$8.98  
031 K 4111—Navy blue . . . . . 8.98

**B** Our Best Rayon Honon . . sizes 12 to 20; 12½ to 20½. Lustrous, firm bodied new fabric with an interesting linen-like texture. Washable . . resists wrinkles. This smooth, new dress has the new "far-away" collar; front opening to below waist; 2-gore skirt back, kick pleat. Set-in pockets, 2-inch hem. White dots and trim.

*Misses' sizes* 12, 14, 16, 18, 20. *Shorter Women's* 12½, 14½, 16½, 18½, 20½.  
031 K 4112—Navy 031 K 4312—Navy  
031 K 4113—Med. blue 031 K 4313—Med. blue  
031 K 4114—Slate gray 031 K 4314—Slate gray  
*Order correct size. Shpg. wt. 1 lb. 8 oz. Each. . \$8.98*

**C** Our Best Acetate and Rayon Foille . . sizes 12 to 20; 12½ to 20½. Unlined jacket has flattering new collar with detachable edging and bow of white cotton pique. Smooth skirt has 2-gore back with kick pleat, 2-inch hem, ¾-inch side-seams. Dry clean. *Measure, order correct size.*

*Misses' sizes* 12, 14, 16, 18, 20. *Shorter Women's* 12½, 14½, 16½, 18½, 20½.  
031 K 4115—Navy 031 K 4315—Navy  
031 K 4116—Black 031 K 4316—Black  
Shpg. wt. 2 lbs. . . . . 2-piece dress, only \$8.98

Dresses on these 2 pages are shipped from Philadelphia, Kansas City or Atlanta, whichever is nearest. Order and pay postage from your mail order house. Use Sears Easy Payment Plan to buy all your clothing needs . . see inside back cover for complete information

**A**











## his is the year for the Petticoat Dress

Ours are the finest, fullest and  
most flattering we've seen for only

**\$10<sup>98</sup>** each

**A** Acetate Taffeta Dress and Petticoat . . sizes 10 to 20. A new, softer fabric that's more like silk . . in a beautiful dress with rhinestone button trim at neckline; "umbrella" skirt over 125 inches wide, with stitched tucks all around to give you the new smooth hipline. The separate white petticoat of acetate taffeta has a bright blue flounce of 100% nylon net. Dry clean. Shpg. wt. 1 lb. 8 oz. *Misses' sizes* 10, 12, 14, 16, 18, 20.

*Measure; order correct size.*

031 K 4114—Green, bright blue and white. \$10.98

**B** Chromspun Acetate Taffeta Dress and petticoat . . sizes 10 to 18; 9 to 17. The lasting color and crispness of Chromspun in a flattering young princess dress that's smart with or without its belt. Empire bodice is tucked in back and front; black rayon velvet ribbon ends in a bow and streamers in back; big 125 inch skirt. Separate petticoat of Chromspun has nylon net flounce . . tangerine on turquoise blue, red on mist blue or black. Dry clean. Shpg. wt. 1 lb. 14 oz. *Misses' sizes* 10, 12, 14, 16, 18; *Juniors' sizes* 9, 11, 13, 15, 17.

031 K 4120—Turquoise 031 K 4122—Black  
031 K 4121—Mist (medium) blue

*Order correct size. Dress, petticoat . . . \$10.98*

**C** Acetate Taffeta Dress and Petticoat . . sizes 7 to 15; 8 to 16. A new softer fabric that's like silk. Tucked bodice front, skirt over 120 inches in sweep, set-in pockets, back zipper. New princess style . . looks smart without its belt. Separate petticoat of acetate taffeta has doubled row of nylon net. Dry clean. Shpg. wt. 1 lb. 10 oz. *Juniors' sizes* 7, 9, 11, 13, 15; *Misses' sizes* 8, 10, 12, 14, 16.

031 K 2100—Bright colors on white; tangerine petticoat. *Order correct size. . . . \$10.98*

Dresses on these 2 pages are shipped from Philadelphia, Kansas City or Atlanta, whichever is nearest. Order, pay postage from your mail order house. Use Easy Terms to buy dresses . . see inside back cover for details.







B

C





## This is the year for the Paris-inspired Costume

Ours give you great value and versatility **\$12.98** complete

**A** Linen-look Rayon Coat, Gingham Dress . . sizes 10 to 20; 12½ to 22½ . . both wash, resist wrinkles. Smart coat has new button tabs that gather fullness to sides; set-in pockets; 2-in. hem. Slim, sleeveless dress is made of fine combed, yarn-dyed gingham with woven checks. Expertly tailored with 2-gore skirt back and kick pleat; 2-in. hem, ¾-in. side seams. Hand wash coat separately; dress is washable, won't shrink over 1%. *Order correct size.* *Misses' sizes 10, 12, 14, 16, 18, 20.*

031 K 4125—Black coat; black and white check dress  
031 K 4126—Navy coat; navy and white check dress  
*Shorter Women's 12½, 14½, 16½, 18½, 20½, 22½.*  
031 K 4325—Black coat; black and white check dress  
031 K 4326—Navy coat; navy and white check dress  
Shpg. wt. 3 lbs. . . . . Coat and dress \$12.98

**B** Jacket, Skirt and Blouse . . sizes 9 to 17; 10 to 18 . . in wrinkle-resistant linen-look rayon that washes. A very new, very flattering 3-piece costume, meticulously tailored. The new, smooth-line jacket has a stitched band in back and front; striped front lining that matches the blouse. The sleeveless, striped blouse (see small view) has an extended neckband that ties in a big bow. Stripes are white and matching color. The slim 4-gore skirt has a back kick-pleat, 2-inch hem, wide side seams. Hand wash separately; won't shrink over 3%. Shpg. wt. 2 lbs. 9 oz. *Juniors' sizes 9, 11, 13, 15, 17; Misses' sizes 10, 12, 14, 16, 18. Order correct size.*

031 K 2102—Cocoa brown . . . 3 pieces, only \$12.98  
031 K 2103—Navy blue . . . . 3 pieces, only 12.98  
031 K 2104—Charcoal gray . . 3 pieces, only 12.98

**C** Coat and Dress of Linen-look Rayon that washes . . sizes 10 to 20; 12½ to 22½. Here is a very pretty, feminine ensemble. The coat has ¾ length sleeves, white cuffs with rhinestones and braid that matches the coat; walk slits at each side; 2-inch hem. The slim, sleeveless dress has rhinestones and braid at the scoop neck (braid matches coat); 2-gore skirt back with kick pleat; 2-inch hem, ¾-inch side seams for easy alteration. Dress is cool, light-weight linen-look rayon; coat is same fabric in a heavier weight . . both are wrinkle-resistant. Hand wash separately; won't shrink over 3%. Shpg. wt. 3 lbs. 4 oz. *Please measure, order your correct size.* *Misses' sizes 10, 12, 14, 16, 18, 20.*

031 K 4127—Pale blue coat and white dress \$12.98  
031 K 4128—Navy blue coat and white dress 12.98  
*Shorter Women's 12½, 14½, 16½, 18½, 20½, 22½.*  
031 K 4327—Pale blue coat and white dress \$12.98  
031 K 4328—Navy blue coat and white dress 12.98

Dresses on these 2 pages are shipped from Philadelphia, Kansas City or Atlanta, whichever is nearest. Order, pay postage from your mail order house. Use Easy Terms to buy all your clothing needs . . see inside back cover for complete details.











# This is the year for new elegance in dresses that wash

New . . cotton with pleats that wash

New . . pongee that washes



**A** 2-piece Cotton . . Pleats Won't Wash Out . . sizes 10 to 20; 9 to 17; 12½ to 20½. Lovely, versatile dress has tuck-in top with button-tab, side zipper . . separate skirt over 4 yds. wide, pleated all around. Beautiful quality cotton; hand wash. Petticoats not included. Shpg. wt. 1 lb. 12 oz. Order correct size. *Misses' sizes* 10, 12, 14, 16, 18, 20; *Juniors' sizes* 9, 11, 13, 15, 17. 031 K 4425—Bright multicolors on white. . . . . 2 pieces \$9.49  
Shorter Women's sizes 12½, 14½, 16½, 18½, 20½ only. 031 K 4475—Bright multicolors on white. . . . . 2 pieces \$9.49

**B** Smart Casual in New Pongee that Washes . . sizes 10 to 20; 12½ to 20½. Acetate and cotton that looks like silk . . coat dress with slimming stripes, full 4-gore skirt. Hand wash. Petticoats not included. Shpg. wt. 1 lb. 11 oz. Order correct size. Comes in *Misses' sizes* 10, 12, 14, 16, 18, 20. *Shorter Women's sizes* 12½, 14½, 16½, 18½, 20½ only. 031 K 4130—Navy and red on light pongee-beige. . . \$7.98 031 K 4330—Navy and red on light pongee-beige. . . \$7.98

**C** "Little Girl" Dress in New Pongee that Washes . . sizes 7 to 15 only. A lovely, grown-up version with gently flared 4-gore skirt. This is the new acetate and cotton pongee that looks like silk . . hand washable. Petticoats not included. Shpg. wt. 1 lb. 11 oz. *Only in Juniors' sizes* 7, 9, 11, 13, 15. Order correct size. 031 K 2108—Copen, bright blue and pink on light pongee-beige \$8.98

Sears has 2 pages of new, beautiful petticoats . . see index





## his is the year for pleats . . and these wash!

**Orlon® and Pima Cotton \$8.98** . . sizes 9 to 17, 10 to 18  
A beautiful blend of 52% Orlon and 48% pima cotton in a soft, lightweight fabric with a silvery sheen. Here's a dress that does things for your figure. The front of the bodice is tucked, has white pique edging and a flattering, new Empire midriff. The skirt has unpressed pleats all around, with a panel of knife pleats in front. Hand wash . . . dries dry in no time. Petticoats not included. Shipping weight 1 lb. 5 oz. *Junior's sizes 9, 11, 13, 15, 17*

*Misses' sizes 10, 12, 14, 16, 18. Order correct size*  
031 K 2105—Silvery pink . . . 031 K 2107—Silvery lilac  
031 K 2104—Silvery (light) blue . . . . Each \$8.98

**35% Dacron® and 65% Nylon \$11.98** . . sizes 12 to 20;  
12½ to 22½. New . . . finely woven crinkled sheer with wavy 3/16-inch checks . . . crisp and cool. Cutaway jacket makes waist and hips look slim . . . has snowy white over collar. Separate skirt has pleats all around. Hand wash . . . drip dry; pleats stay in . . . little or no ironing. Petticoats not included. Shpg. wt. 1 lb. 9 oz. *Order correct size*

*Misses' sizes 12, 14, 16, 18, 20*  
031 K 4136—Aqua blue, white . . . 031 K 4137—Navy, white  
031 K 4138—Bright coral rose, white . . . Each \$11.98  
*Shorter Women's sizes 12½, 14½, 16½, 18½, 20½, 22½*  
031 K 4336—Aqua blue, white . . . 031 K 4337—Navy, white  
031 K 4338—Bright coral rose, white . . . . Each \$11.98

**100% Nylon \$10.98** . . sizes 10 to 20. Crisp, sheer, ribbon-puckered nylon is a dress as cool as a tall lemonade. Printed roses float here and there on this slenderizing coat dress, pleated skirt whorls out to a full circle. Gold-color metal ball-buttons; washable, reinforced belt. Hand wash . . . drip dry; pleats stay in . . . little or no ironing. Petticoats not included. Shpg. wt. 1 lb. 2 oz. *Only in Misses' sizes 10, 12, 14, 16, 18, 20. Measure, order correct size*

031 K 4140—Yellow with open blue roses. \$10.98  
031 K 4141—Light blue; open blue roses. 10.98  
031 K 4142—White with rose pink roses. 10.98

\*Acrylic fiber  
\*polyester fiber  
\*Cotton content marks

Dresses are shipped from Philadelphia, Kansas City or Atlanta, whichever is nearest. Order and pay postage from your mail order house. You can buy dresses on Sears Easy Terms . . . see inside back cover for details

ALL PAGE 11 . . DRESSES





## This is the year to go formal

**A** 100% Nylon Gown . . \$15.98 In ballerina length, \$16.98 in full length — sizes 7 to 17; 8 to 18. Fine net and lace evening gown with curved bodice and frothy skirt. Lingerie all around. Completely lined with acetate taffeta. Lace shrug is included. Dry clean. *Juniors' sizes 7, 9, 11, 13, 15, 17. Misses sizes 8, 10, 12, 14, 16, 18. Order correct size.* Ballerina-length Gown. Shipping wt. 1 lb. 12 oz. 031 K 2110—White 031 K 2111—Maize yellow 031 K 2112—Turquoise blue . . . . Each \$15.98

Full-length Gown. Shipping weight 2 lbs. 1 oz. 031 K 2140—Lt. pink 031 K 2141—Lt. mint green 031 K 2142—Powder (med.) blue . . . Each \$16.98

**B** Nylon Tricot Chiffon . . \$14.98 — sizes 7 to 17; 8 to 18. Soft, flowing 100% nylon in an enchanting ballerina-length gown. Flattering bodice has front shirring, back drapery. Full skirt is gathered all around. Entire dress lined with acetate taffeta . . . crinoline at hem. Dry Clean. Ship. wt. 1 lb. 13 oz. *Juniors' sizes 7, 9, 11, 13, 15, 17. Misses sizes 8, 10, 12, 14, 16, 18. Order correct size.* 031 K 2113—Light blue 031 K 2114—Light pink 031 K 2115—Light mint green . . . . Each \$14.98

[A]

[B]





## his is the year for the pretty party dress

**100% Nylon \$8.49** . . sizes 7 to 15. Smooth, crisp nylon sheer, printed with coin dots . . light as a breeze. This is the lovely, new redingote-effect that gives you a tiny waistline. Bodice insert is tucked, full, gathered skirt has a fan of permanent pleats. Embroidered scalloping, matching shiny plastic belt. Hand wash . . drip-dry little or no ironing. Petticoats not included. Shipping weight 1 lb. 4 oz. *Only in Juniors' sizes 7, 9, 11, 13, 15. Order correct size.*

031 K 2116-Red dots and trim on white . . . \$8.49  
031 K 2117-Med. blue dots and trim on white \$8.49

\* DuPont T.M. acrylic fiber    DuPont T.M. polyester fiber

**Orlon® and Silk \$12.98** . . sizes 10 to 20. 9 to 17. Soft lightweight firmly woven shantung in frosty colors . . won't water-spot. This charming Emouré dress has a new notched neckline cut becomingly low. Triple-corded skirt that swings way out 58%. Orlon 45% silk hand wash separately. Rhinestone pins included, petticoats not included. Shpg. wt. 1 lb. 14 oz. *Misses' sizes 10, 12, 14, 16, 18, 20; Juniors' sizes 9, 11, 13, 15, 17. Order correct size.*

031 K 4145-Frosted aqua blue. \$12.98  
031 K 4146-Frosted rose. . . . . 12.98

**100% Dacron® \$9.98** . . sizes 7 to 15. Very smooth, floral-printed sheer in a dress so light and airy, it seems to float. Empire bodice is banded with black nylon velvet ribbon. Has new bare cut-away shoulders. Full, billowy skirt is shirred all around. High neckline and armholes are edged with black. Hand wash . . drip-dry little or no ironing needed. Petticoats not included. Shipping weight 1 lb. 4 oz. *Only in Juniors' sizes 7, 9, 11, 13, 15. Order correct size.*

031 K 2120-Rose pink and black print on white \$9.98  
031 K 2121-Light and medium blue on white . . . 9.98

Full skirted dresses look prettiest with petticoats. Sears has a wide assortment . . see index

Dresses on these 2 pages are shipped from Philadelphia, Kansas City or Atlanta, whichever is nearest. Order, pay postage from your mail order house. Use Sears Easy Payment Plan; see inside back cover.





his is the year  
to get more

for \$5<sup>98</sup>

Beautiful fabrics and colors  
beautiful new styles



**A** Paper Taffeta .. \$5.98 .. sizes 7 to 15 Finely-woven, rustles  
like a breeze. "sweetheart" dress that looks much  
more expensive. Squared back neckline, full, 3-gore  
skirt. Matching taffeta sash. Dry clean. Shpg. wt.  
..... 9 11 13 15. Please order correct size  
031 K 2514 Bright colors on white as shown .. \$5.98

**B** Linen-look Rayon .. \$5.98 .. sizes 11 to 20 9 to 17 Here's  
a dress that looks like linen but wears like a dream.  
Sleeves, bodice, skirt, all rayon. Square neckline, full skirt.  
..... 9 11 13 15 17 19 20. Please order correct size  
031 K 4520 Light dusty pink .. \$5.98  
031 K 4521 Medium blue stripes on white .. \$5.98

**C** Chromspun Semi-Sheer .. \$5.98 .. sizes 9 to 15 Crisp acetate  
fabric with locked-in color in a cool light casual trimmed  
with black piping. Flared skirt has box pleats front and back.  
..... 9 11 13 15. Please order correct size  
031 K 2519 Medium blue stripes on white .. \$5.98

Dresses on these 2 pages are shipped from Philadelphia, Kansas

14 all your mail order house. Use Easy Terms .. see inside back cover





**This is the year for  
Caribiana cottons**

**\$5<sup>98</sup>**  
each

They're washfast . . won't shrink  
over 1% . . wrinkle resistant

**A**

**B**

**C**

**A** Sunback Dress . . \$5.98 . . sizes 10 to 20; 14½ to 22½. Misty diamond print, copied from a West Indian design. V-neck back, high front midriff, dirndl skirt. Sanforized washfast cotton. *Misses' sizes* 10, 12, 14, 16, 18, 20. *Order correct size*. 031 K 4605—Diamond print as shown. Shpg. wt. 1 lb. 7 oz. \$5.98. *Shorter Women's* 14½, 16½, 18½, 20½, 22½. *Order correct size*. 031 K 4605—Diamond print as shown. Shpg. wt. 1 lb. 7 oz. \$5.98.

**B** 2 piece Dress . . \$5.98 . . sizes 9 to 17; 10 to 18. Drummer Boys march on the gay ground skirt, copied from an original West Indian print. Skirt and solid color tuck-in top are Sanforized washfast cotton. Shpg. wt. 1 lb. 9 oz. *Junior's sizes* 9, 11, 13, 15, 17. *Misses' sizes* 10, 12, 14, 16, 18. *Order correct size*. 031 K 2613—“Drummer Boy” skirt, gold top as shown. 2 pcs. \$5.98.

**C** Cumberbund Dress . . \$5.98 . . sizes 10 to 18. Print on dirndl skirt is copied from a West Indian patchwork skirt. Neckline is scooped front and back, separate pleated cumberbund has back buckle. One-piece dress of Sanforized, washfast cotton. Wt. 1 lb. 9 oz. *Misses' sizes* 10, 12, 14, 16, 18. *Order correct size*. 031 K 4601—Cacao print with turquoise as shown. Each \$5.98.

Bouffant petticoats are used under full skirts; they are not included. Sears has 2 full pages of these lovely petticoats—see index. Buy on Sears Easy Terms.





## his is the year to be young

Three of these dresses  
come in Misses' sizes; or  
come in Shorter Women's;  
2 in regular Women's



**A** Dress and Jacket \$12.98 sizes 14½ to 24½, 38 to 44. Our finest rayon crepe in a smart new brush-stroke print. The semi-fitted jacket has sparkling rhinestone pin on lapel. The dress has a youthful neckline with fabric bands over along 100% nylon marquisette . . . tabs trimmed with rhinestone-set plastic buttons. The slightly flared skirt has 3-gore back. Dry clean. Shpg. wt. 2 lbs. *Shorter Women's* sizes 14½, 16½, 18½, 20½, 22½, 24½. *Women's* sizes 38, 40, 42, 44. 031 K 4005—Navy, gray and white. 031 K 4006—Black, turquoise blue, white. Order correct size. 2 pcs. \$12.98

**B** Our Best Rayon Monon \$9.98 sizes 14½ to 24½; 36 to 44. A lustrous, firm new fabric with a linen-like texture; wrinkle-resistant. This dress will win compliments. Contrasting yoke is studded with rhinestones, simulated pearls and silver-color nailheads. Slightly flared skirt has set-in pockets with contrast piping on cuffs, 2-gore back, ¾ inch side seams. Dry clean. Shpg. wt. 1 lb. 7 oz. *Shorter Women's* sizes 14½, 16½, 18½, 20½, 22½, 24½. *Women's* sizes 36, 38, 40, 42, 44. 031 K 4007—Navy with lt. sky blue. 031 K 4008—Charcoal with silver gray. Order correct size . . . . . Each \$9.98

Dresses on these 2 pages are shipped from Philadelphia, Kansas City or Atlanta, whichever is nearest. Order and pay postage from your mail order house. Use Sears Easy Terms to buy dresses . . . for details see in side back cover





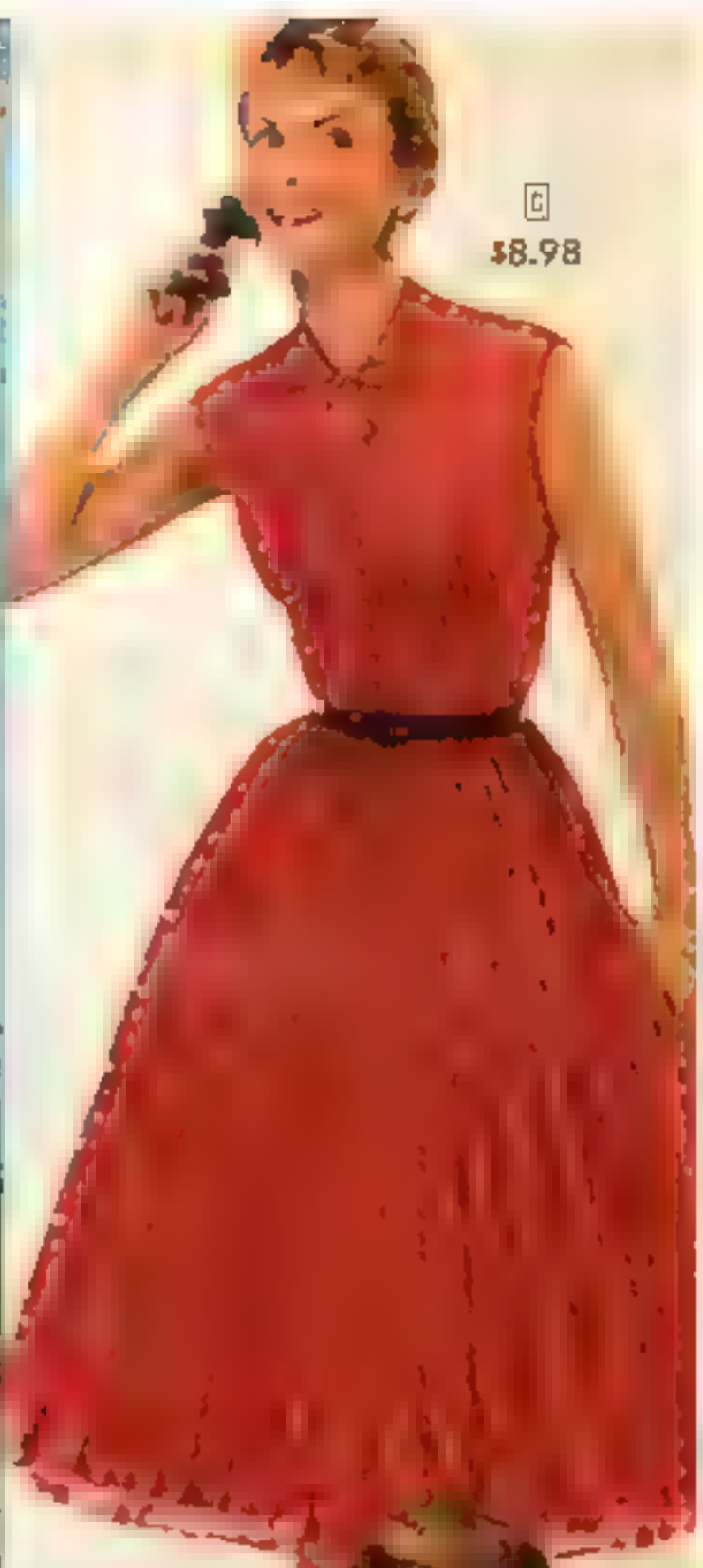




A  
\$6.69



B  
\$8.98



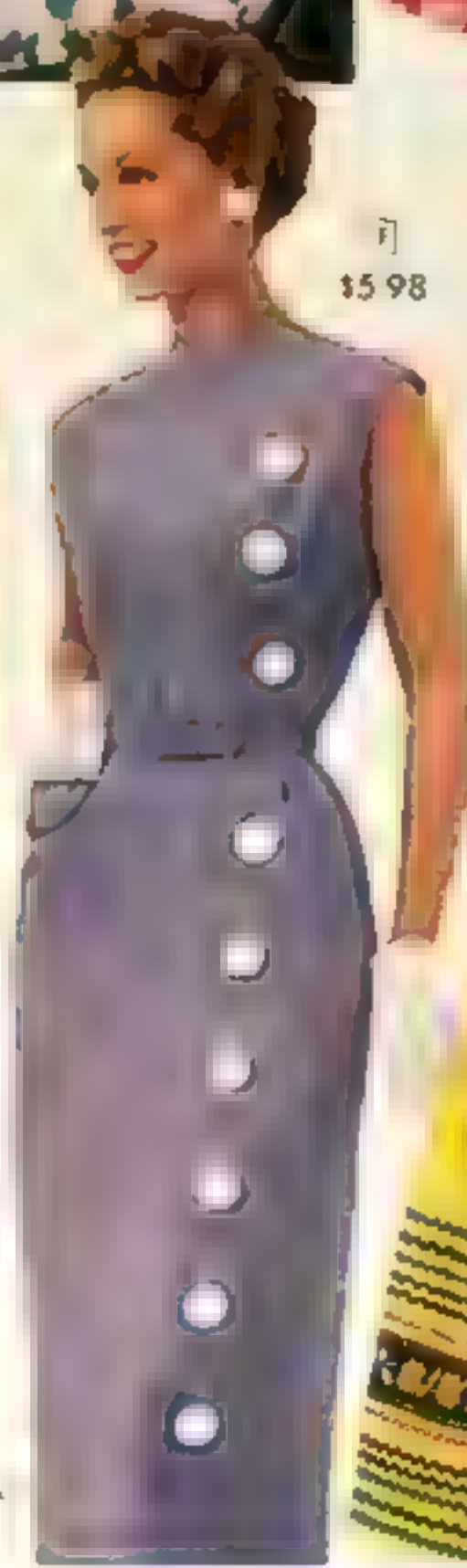
C  
\$8.98



D  
\$5.98



E  
\$7.29



F  
\$5.98



G  
\$5.59





# This year Sears has more wonderful styles than ever!

Dresses shown on opposite page

**A** Washfast Broadcloth... sizes 12 to 20 in tangerine and navy, 14½ to 22½ in navy only... beautiful smooth combed cotton... sunfast and Sanforized won't shrink over 1%. This dress has a sweeping 16-gore skirt... its slenderizing lines are set off by white broadcloth piping in the front of the bodice and all around the skirt. Shipping weight 1 lb. 7 oz. *Misses' sizes 12, 14, 16, 18, 20. Order correct size.* 031 K 4613—Tangerine \$6.69 031 K 4614—Navy \$6.69 *Shorter Women's sizes 14½, 16½, 18½, 20½, 22½.* 031 K 6614—Navy only. *Order correct size.* \$6.69

**B** Dress and Sweater... sizes 9 to 17; 10 to 18 the newest kind of outfit. Cool, sleeveless coat dress is nubby, linen-look rayon with gathers all around skirt. Matching shrug is 100% Orlon®, soft as cashmere. Both dress and shrug are washable. Shpg. wt. 2 lbs. 2 oz. *Juniors' sizes 9, 11, 13, 15, 17. Misses' sizes 10, 12, 14, 16, 18. Order correct size.* 031 K 2123—Light pink with aqua blue, medium blue lilac and green print, pink sweater \$8.98

**C** 100% Nylon... sizes 9 to 17; 10 to 18... smooth crisp sheer frosted all over with flocced white snowflakes. This pretty dress suits any figure with its tucked bodice and pleated circular skirt. Hand wash crisp-dry, pleats stay in. Shipping wt. 1 lb. 9 oz. *Juniors' sizes 9, 11, 13, 15, 17. Misses' sizes 10, 12, 14, 16, 18. Measure, order correct size.* 031 K 2123—Red \$8.98 031 K 2123—Navy blue \$8.98

**D** No-Iron Cotton Wraparound... sizes 10 to 20, 16½ to 24½. Our most popular wraparound dress in washfast, sunfast, tightly rippled cotton that won't shrink over 2%. V-neck back, skirt that's almost 6 yards around! Shpg. wt. 1 lb. 9 oz. *Misses' sizes 10, 12, 14, 16, 18, 20. Shorter Women's sizes 16½, 18½, 20½, 22½, 24½. Order correct size.* 031 K 7258—Multicolor pink dots on white \$5.98

**E** New Rayon Honon That Washes... sizes 12 to 20, 14½ to 22½. Cool, gleaming fabric with a linen-like texture in a trim, slim dress. Flattering shirred front yoke, peg-top skirt with 3-gore back, hip pockets. Wrinkle-resistant, hand wash. Shpg. wt. 1 lb. 7 oz. *Misses' sizes 12, 14, 16, 18, 20.* 031 K 4580—Lt. wedgwood blue 031 K 4581—Dk. gray 031 K 4582—Light beige. *Order correct size. Each \$7.29.* *Shorter Women's sizes 14½, 16½, 18½, 20½, 22½.* 031 K 6580—Lt. wedgwood blue 031 K 6581—Dk. gray 031 K 6582—Light beige. *Order correct size. Each \$7.29.*

**F** Slim-Line Casual... sizes 9 to 17, 10 to 20. Crisp wrinkle-resistant linen-look rayon in a sheath with slimming side-button trim. Inverted pleat in back of 4-gore skirt, white plastic buttons. Hand wash. Shipping weight 1 lb. 8 oz. *Juniors' sizes 9, 11, 13, 15, 17. Misses' sizes 10, 12, 14, 16, 18, 20.* 031 K 4522—Lilac 031 K 4523—Navy blue 031 K 4524—Kelly green. *Order correct size. Each \$5.98.*

**G** Washfast No-Iron Cotton Square Dress... sizes 9 to 17, 10 to 18. Slightly rippled, with Indian design and rick-rack printed all around. New dropped shoulders, d'neil skirt with set-in side pockets, plastic belt. Shpg. wt. 1 lb. 8 oz. *Juniors' sizes 9, 11, 13, 15, 17. Misses' sizes 10, 12, 14, 16, 18. Please order correct size.* 031 K 2820—Bright yellow multi-color trim \$5.59 031 K 2821—Tangerine, multicolor trim \$5.59

Dresses on these 2 pages shipped from Philadelphia, Kansas City or Atlanta, whichever is nearest. Order pay postage from your mail order house. Use Easy Terms—see inside back cover. Measure... see page H2. Beaufant petticoats used under all skirts are not included, see index for Sears fine selection.



## BLACK AND NAVY... for slender elegance

**Our Best Semi-Sheer Crepe \$9.98... sizes 12 to 20.** Year 'round rayon and acetate in a slick slim dress, with flattering tucked panel in bodice front, 3-gore skirt, its slenderizing has pegged hip pockets, waist in back. Stand-up collar, dolman sleeves. Beautiful rose is included. Dry clean. Shpg. wt. 1 lb. 6 oz. *Only in Misses' sizes 12, 14, 16, 18, 20. Order correct size.* 031 K 4148—Navy, black, white flower \$9.98 031 K 4149—Black, light blue flower \$9.98

**Linen-look Rayon \$9.98... sizes 12 to 20, 12½ to 20½.** This smart, sleeveless dress is piped in white, with kick-pleat in 2-gore skirt back. The white bodice is sparkled with matching braid embroidery and rosettes. Hand wash separately. *Please order correct size.* *Misses' sizes 12, 14, 16, 18, 20.* 031 K 4150—Navy 031 K 4151—Black *Shorter Women's 12½, 14½, 16½, 18½, 20½.* 031 K 4350—Navy 031 K 4351—Black Shpg. wt. 2 lbs. 2-piece outfit \$9.98

\* DuPont T.M. Acrylic fiber

DEPT. PAGE 19







### PIMA AND NYLON

Soft shimmering 58% fine, long cotton, 42% nylon. Hand washes . . . keeps its color

Sizes 9 to 17, 18 to 18 Only **\$9.98**

**1. GREAT BACK**—Here the big collar is white ribbed cotton, rounded in the back on a stunning princess coat dress of pique with a graceful 12-gore flare. The long sleeves are striped in navy and white. Junior's sizes 9 to 17, 18 to 18.

1 lb. 8 oz. Order correct size

031 K 2133—Navy \$9.98 031 K 2132—Dk. gray \$9.98

### 100% NYLON

Smooth, crisp nylon sheer that loves to be washed, hates to be ironed, wears and wears

Sizes 7 to 15 Only **\$8.98**

**STRIPES ARE STARS FOREVER** especially when they're on a pretty coat dress as this one of 100% nylon. There's self-ruching trim all around the sleeves and collar.

1 lb. 8 oz. Order correct size  
031 K 2128—Emerald green stripes on white \$8.98

### ORLON\* AND SILK

Cool, light shantung with a silvery sheen . . . 55% Orlon, 45% silk. Wash . . . drip-dry

Sizes 7 to 15 Only **\$12.98**

**New Apron Effect** is just about the prettiest thing that ever happened to Orlon and silk shantung. It's made by rows of self-ruching that go all around the full, flared skirt. Bodice is dressed up too, with pleats and shirring on sleeves. Wash this dress separately drip-dry—it will keep its frosted color. Junior's sizes 9 to 17, 18 to 18.

031 K 2135—Frosty rose Order correct size \$12.98  
031 K 2136—Frosty rose Order correct size \$12.98

Dresses on these two pages are available in Kansas City or Atlanta, whichever is nearest. Order pay postage from your bill and get Sears catalogs regularly. Satisfaction guaranteed.





# NEED LITTLE OR NO IRONING

## NYLON AND DACRON†

Jersey of 72% nylon,  
28% Dacron... looks like  
silk, resists wrinkles

In sizes 12 to 20...  
14½ to 22½ Only **\$9.98**

**SLIMMING CHALK WHITE STRIPES** define the graceful lines of this coat-dress. It's nylon and dacron, lined with a detachable white nylon overcollar, sparked with glitter buttons. Flared 2-gore skirt back. No ironing. Shpg. wt. 1 lb. 4 oz. *Order correct size.*

*Misses' sizes 12, 14, 16, 18, 20*  
031 K 4152-Navy \$9.98      031 K 4153-Black \$9.98  
*Shorter Women's sizes 14½, 16½, 18½, 20½, 22½*  
031 K 4352-Navy \$9.98      031 K 4353-Black \$9.98

## 100% NYLON

Soft, finely puckered nylon  
sheer... takes to the tub like  
a duck; needs no ironing

Sizes 10 to 18;  
9 to 17 Only **\$7.98**

**BIG BEAUTIFUL FLOWERS** are young-at-heart—they're printed on white puckered nylon sheer in this young figure-molding drop-torso dress. All around scoop-neck has white curved nylon insert, billowy skirt falls from shaped hip yoke and is gathered all around. Washable. Shpg. wt. 1 lb. 1 oz. *Misses' sizes 10, 12, 14, 16, 18, Juniors' sizes 9, 11, 13, 15, 17*

031 K 4155-Pink print      031 K 4156-Aqua blue print  
031 K 4157-Lilac print. *Order correct size.* Each \$7.98

## ORLON\* AND PIMA

52% Orlon, 48% fine pima  
cotton... washable fabric  
keeps its firmness, luster

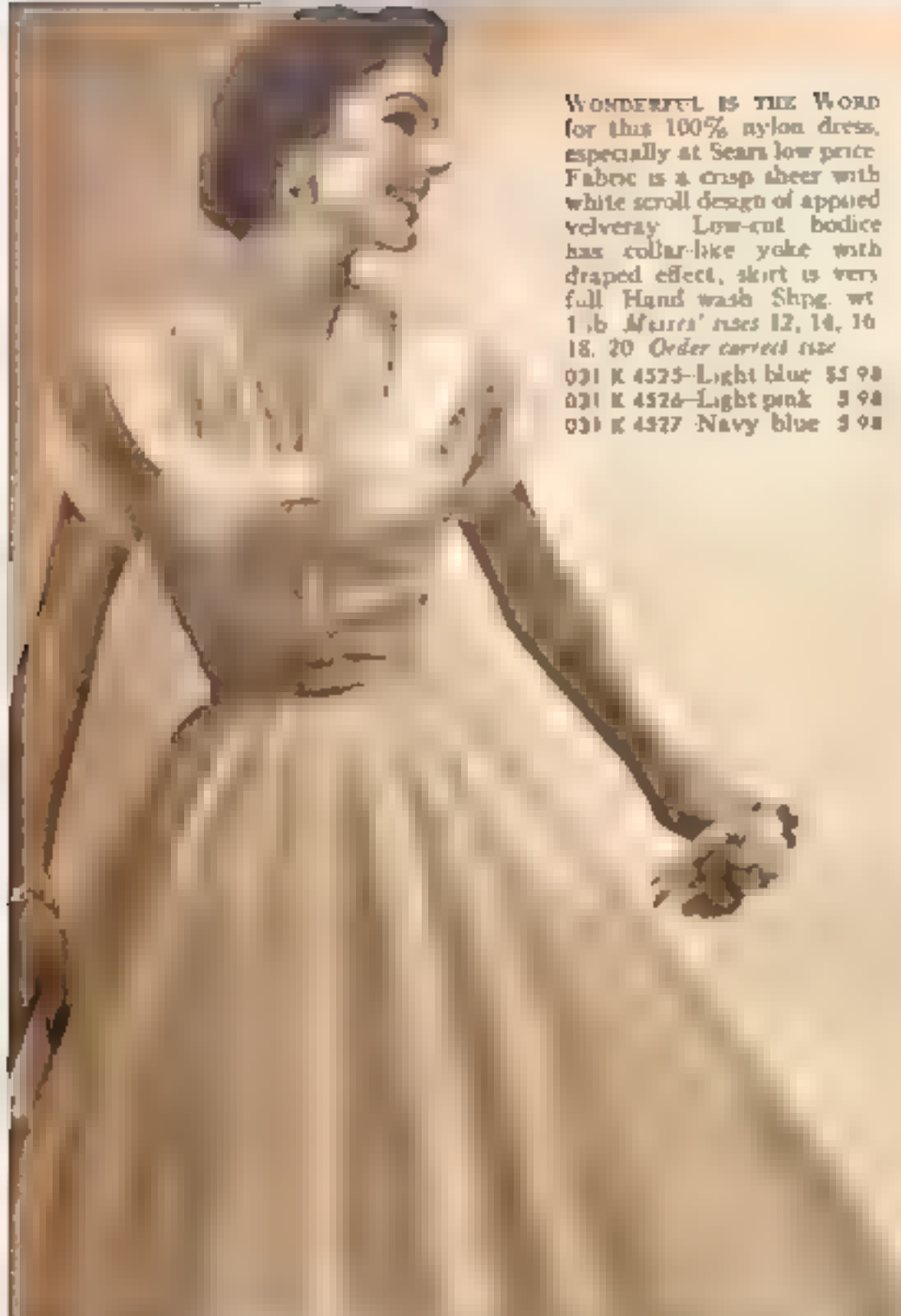
In sizes 10  
to 20. Only **\$8.98**

**THE FLATTERING EMPIRE LOOK** is lovelier than ever in this white-dotted Orlon and pima dress with front midriff and pleats to flatter your bustline. Notched neckline can be left bare, or frosted with its white sheer nylon ascot. Unfussy pleats in skirt, front 2-gore back. Shimmering frosty finish. *Misses' sizes 10, 12, 14, 16, 18, 20. Order correct size.*

031 K 4160-Med. gray      031 K 4161-Med. shadow blue  
031 K 4162-Lt. brown. Shpg. wt. 1 lb. 10 oz. Ea. \$8.98

Beautiful, bouffant petticoats are used under full skirts, they are not included unless otherwise stated. See index for Sears complete assortment. Use Easy Terms, see inside back cover. Measure—see page 82.





WONDERFUL IS THE WORD for this 100% nylon dress, especially at Sears low price. Fabric is a crisp sheer with white scroll design of applied velvety. Low-cut bodice has collar-like yoke with draped effect, skirt is very full. Hand wash. Shpg. wt. 1 lb. *Misses' sizes 12, 14, 16, 18, 20. Order correct size.*  
 031 K 4525—Light blue \$5.98  
 031 K 4526—Light pink \$5.98  
 031 K 4527—Navy blue \$5.98



THE SLIM LINE DRESS is smooth, slender, simply stunning! This one is coat-style in crisp, linen-look rayon with the flattering new "stand-away" collar. 4-gore tube skirt with 2 slash pockets, contrast braid and buttons. Hand wash. Shipping weight 2 pounds 1 oz. *Juniors' sizes 9, 11, 13, 15, 17, Misses' 10, 12, 14, 16, 18. Order correct size.*  
 031K2129—White with navy  
 031K2130—Navy with white  
 031K2131—Powder (medium) blue with white. Each \$8.49



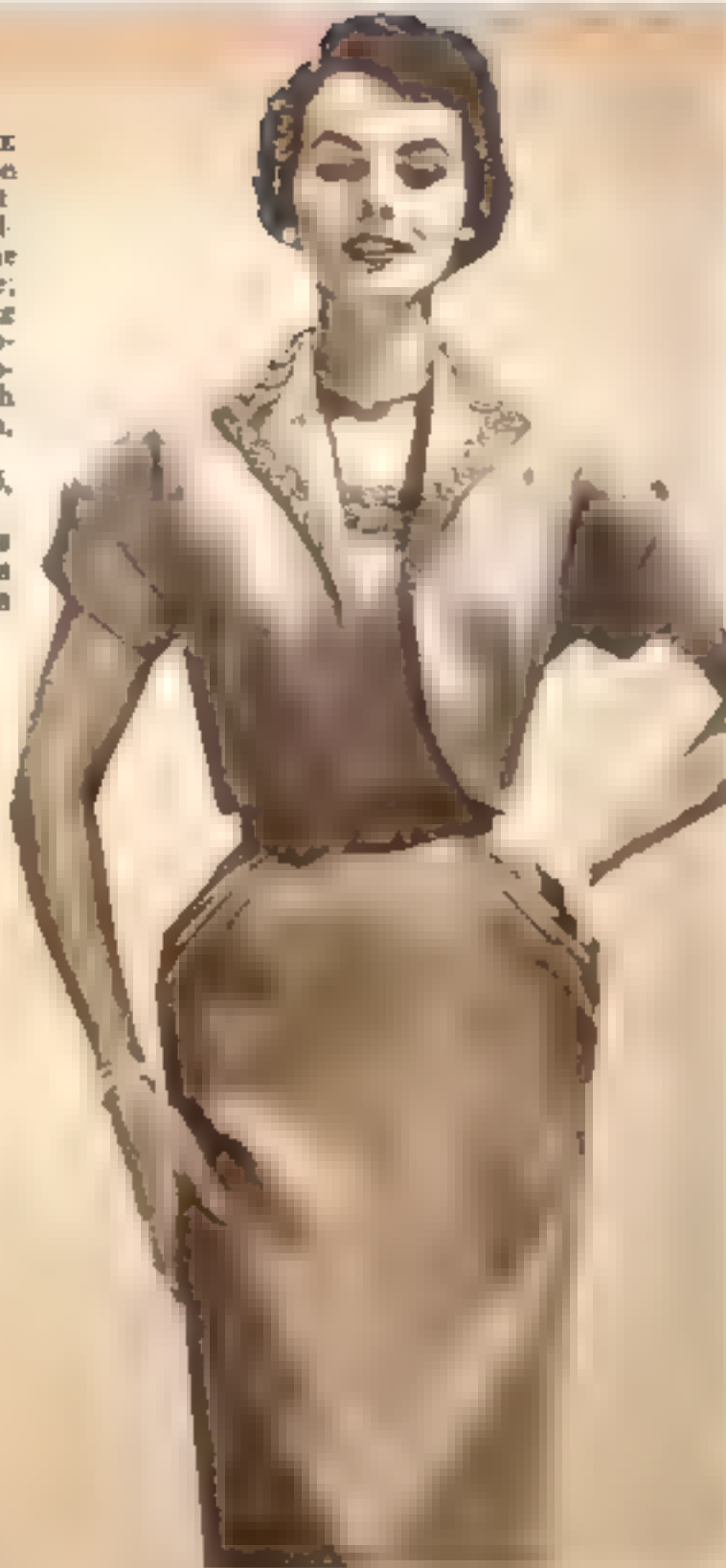
BABY DOLL DRESS is just adorable in soft, sheer dainty with tiny floral print. Every detail makes this draw the love of your life from the lace bodice trim and the all-around gathered skirt to the little pearl-like plastic buttons. Grosgrain belt matches print. Washable, won't shrink over 2%. Shpg. wt. 1 lb 1 oz. *Juniors' sizes 9, 11, 13, 15. Order correct size.*  
 031 K 2616—Light blue floral print on white . . . \$5.98  
 031 K 2617—Light rose floral print on white . . . \$5.98



THE "FARAWAY" COLLAR is far and away the prettiest new look this year. Here it's white embroidered cotton on a cool sheer cotton coat dress etched with silvery shadow print. Full skirt has unpressed pleats all around. 2 inch hem. White plastic buttons. Washfast and sunfast. Shpg. wt. 1 lb 2 oz. *Misses' sizes 10, 12, 14, 16, 18. Order correct size.*  
 031 K 4623—Med gray \$5.98  
 031 K 4624—Navy blue \$5.98



**YOUR FAVORITE ENSEMBLE**  
in our finest linen-look rayon  
crisp, wrinkle-resistant  
Smooth-line dress has dyed-  
to-match lace and rhinestone  
trim all around neckline;  
skirt has 2-gore back; peg  
pockets. Hip-slimming bo-  
lers is trimmed with lace ap-  
plique and rhinestones. Both  
expertly tailored. Hand wash.  
Shpg. wt. 1 lb. 14 oz.  
Misses' sizes 10, 12, 14, 16,  
18, 20. Order correct size  
031K4024-Aqua green \$9.98  
031K4025-Petal pink \$9.98  
031K4026-Light beige \$9.98



**RED ROSE PRINT** is gay and  
charming on this well-tailored  
coat dress. It's crease-  
resistant linen-look rayon  
in a wonderful light weight  
delightfully cool. Set  
in bodice yoke and dolman  
sleeves flatter your bust  
line, skirt has front un-  
pressed pleats to add full-  
ness, smooth, 2-gore back.  
Glitter buttons. Hand wash.  
Shpg. wt. 1 lb. 8 oz. Misses'  
sizes 12, 14, 16, 18, 20.  
031K4534-White; red print  
031K4535-Navy; red print  
Order correct size. Ea. \$6.49

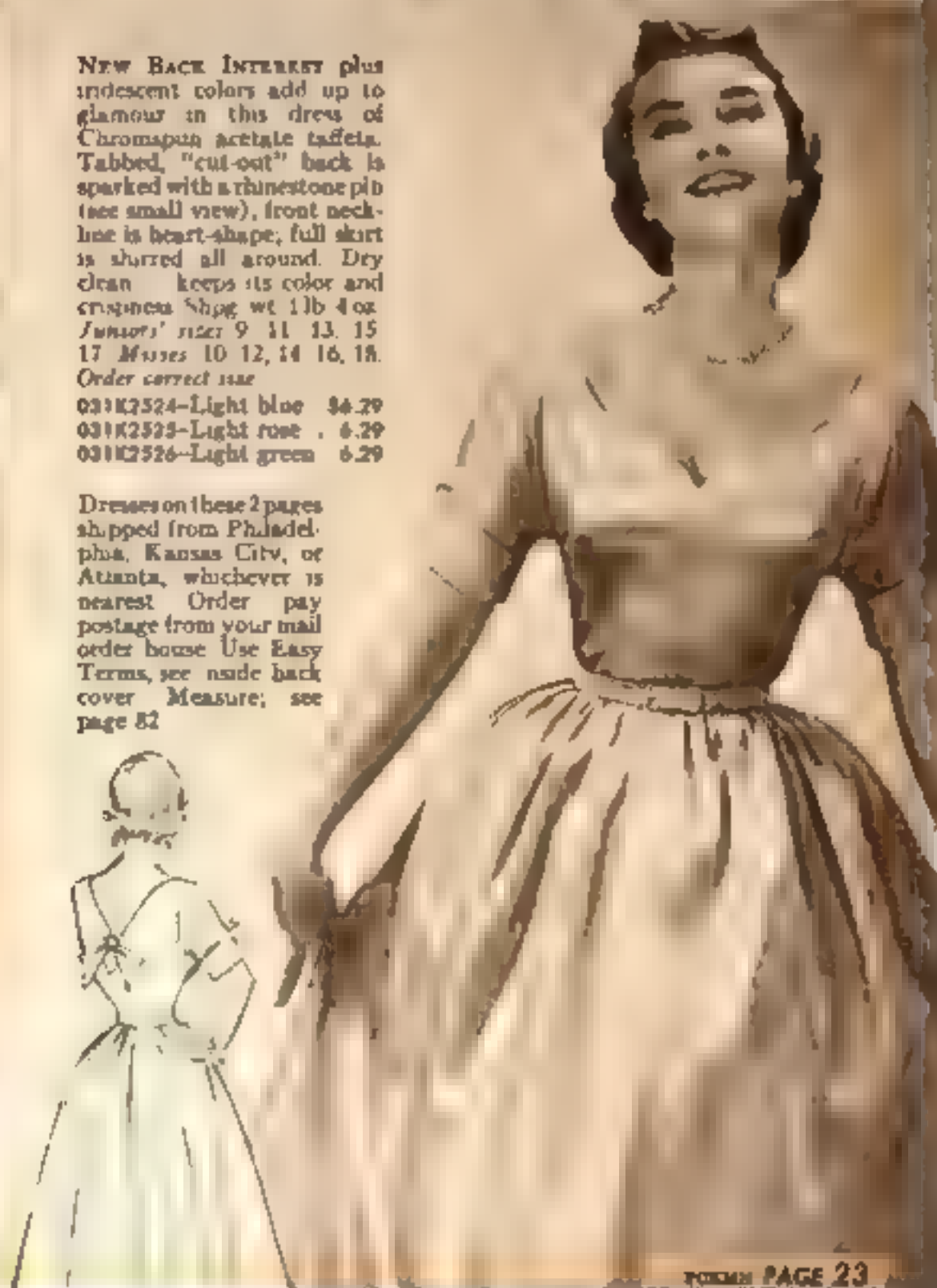


**DOUBLE-LIFE** dress of our  
best linen look rayon. It's  
a jumper with its blouse  
turns into the perfect date  
dress when worn alone. Has  
front scoop-neck, gently  
flared 4-gore skirt. Skirt  
blouse is linen-look rayon  
in fine, handkerchief weight  
looks smart with skirts.  
Hand wash. Shpg. wt. 1 lb.  
14 oz. Misses' sizes 10, 12,  
14, 16, 18. Order correct size  
031K4165-Navy dress; navy,  
white striped blouse, \$8.49  
031K4166-Charcoal gray, red  
and white stripes, \$8.49



**NEW BACK INTEREST** plus  
iridescent colors add up to  
glamour in this dress of  
Chromapun acetate taffeta.  
Tabbed, "cut-out" back is  
sparked with a rhinestone pl  
(see small view), front neck-  
line is heart-shape, full skirt  
is shirred all around. Dry  
clean keeps its color and  
crispness. Shpg. wt. 1 lb. 4 oz.  
Juniors' sizes 9, 11, 13, 15,  
17. Misses 10, 12, 14, 16, 18.  
Order correct size  
031K2524-Light blue \$6.29  
031K2525-Light rose \$6.29  
031K2526-Light green \$6.29

Dresses on these 2 pages  
shipped from Philadel-  
phia, Kansas City, or  
Atlanta, whichever is  
nearest. Order pay  
postage from your mail  
order house. Use Easy  
Terms, see inside back  
cover. Measure; see  
page 82







**A**  
\$8.49  
Dress and  
Blouse  
Sizes  
7 to 15



**B**  
\$6.98  
Acetate and  
Cotton  
Chambray  
Sizes  
12 to 20

**A** DRESS AND BLOUSE . . this broadcloth dress is a jumper with a blouse . . worn alone, it's a lovely date dress . . has tucked Empire bodice, 8-gore skirt. Ruffled blouse is white sheer. Both washable cotton. Shpg. wt. 1 lb. 7 oz. *Juniors' sizes* 7, 9, 11, 13, 15. 031 K 2428-Turquoise blue. 031 K 2429-Cora, rose. 031 K 2430-Lime green. Order correct size 2 pcs. \$8.49

**B** ACETATE AND COTTON CHAMBRAY . . cool and shimmering. This trim dress, neatly dotted in white has unpressed pleats all around skirt, white linen-look rayon collar with glitter buttons. Washable. *Misses' sizes* 12, 14, 16, 18, 20. Order correct size. 031 K 4528-Med. blue. 031 K 4529-Med. gray. 031 K 4530-Lt. brown. Wt. 1 lb. 6 oz. . . Ea. \$6.98

**C** DRESS AND BOLERO . . a favorite outfit. White ground acetate crepe dress has unpressed pleats all around skirt. Smart bolero is linen look rayon. Hand wash separately. *Juniors' sizes* 9, 11, 13, 15, 17, *Misses' sizes* 10, 12, 14, 16, 18, 20. Order correct size. 031 K 2550-Red, navy print on white, navy bolero. 031 K 2551-Navy, red print on white, red bolero. Shpg. wt. 1 lb. 6 oz. . . 2 pcs. \$5.98

**D** OUR BEST RAYON SHEER in a dress dotted and trimmed with white. Graceful hip-yoke and full, skirted skirt go all around. Detachable cotton pique overcollar, dolman sleeves. Hand wash. Shpg. wt. 1 lb. 6 oz. *Misses' sizes* 10, 12, 14, 16, 18, 20. 031 K 4543-Navy blue. 031 K 4544-Lt. aqua blue. 031 K 4545-Lt. rose pink. Order correct size. Ea. \$6.98

**E** LINEN LOOK RAYON dress and bolero . . wrinkle-resistant. Lace leaves and simulated pearls trim scoop-neck front and patch pockets. Pencil slim skirt fits smoothly, has 2-gore back. Dolman sleeves on bolero. Hand wash. Shpg. wt. 1 lb. 6 oz. *Misses' sizes* 12, 14, 16, 18, 20. 031 K 4571-Light pink. 031 K 4572-Light beige. 031 K 4573-Navy blue. Order correct size. 2 pcs. \$7.29. Also Shorter Women's 14½, 16½, 18½, 20½, 22½. 031 K 4571-Light pink. 031 K 4572-Light beige. 031 K 4573-Navy blue. Order correct size. 2 pcs. \$7.29

## SMART CAREER DRESSES FOR SMART CAREER GIRLS



**F**  
\$5.98  
Birdseye  
Pique  
Sizes  
7 to 15



**G**  
\$6.49  
Combed  
Chambray  
Sizes  
10 to 18

**F** FINE WASHABLE BIRDSEYE PIQUE in a crisp-looking cotton casual. Tab and button trim is white on black or black on white for the smartest, coolest look of all. Full, flaring 4-gore skirt sweeps way out. Back zipper. Shpg. wt. 1 lb. 10 oz. *Juniors' sizes* 7, 9, 11, 13, 15. Order correct size. 031 K 2614-Black \$5.98. 031 K 2615-White \$5.98

**G** COMBED CHAMBRAY . . fine, rich-looking cotton. You'll love this well-tailored dress with its simple bodice and very full 20-gore skirt. Glass and rhinestone buttons; straw-and-silk belt. Washable. Won't shrink over 1%. Shpg. wt. 1 lb. 8 oz. *Misses' sizes* 10, 12, 14, 16, 18. Order correct size. 031 K 4616-Pink \$6.49. 031 K 4617-Lt. blue \$6.49

**H** SEMI SHEER RAYON CREPE coat dress with dolman sleeves, 2-gore skirt back. Red and white acetate tie and cuffs come off so you can wear this dress with jewelry or other ties . . dress it up or down. Dry clean. Shpg. wt. 1 lb. 11 oz. *Misses' sizes* 12, 14, 16, 18, 20. Order correct size. 031 K 4540-Navy \$5.98. 031 K 4541-Black \$5.98

**J** FAUSTY TWIG . . white-backed, nubby texture rayon in a lovely Empire dress. Skirt has unpressed pleats all around sides and back, piping and collar are white linen-look rayon. Gold-color metal safety pin. Hand wash. Shpg. wt. 1 lb. 11 oz. *Juniors' sizes* 9, 11, 13, 15, 17. Order correct size. 031 K 2521-Lilac \$5.98. 031 K 2522-Gold \$5.98

**K** LINEN-LOOK RAYON slim-line dress . . so very smart with white binding and button-and-belt tonhole trim. Skirt has slash pockets; 2-gore back. Dolman sleeves. Hand wash, resists wrinkles. Wt. 1 lb. 11 oz. *Misses' sizes* 10, 12, 14, 16, 18, 20. 031 K 4537-Navy blue. 031 K 4538-Lt. cocoa brown. 031 K 4539-Dk. gray. Order correct size. Ea. \$5.98

Dresses on these 2 pages shipped from Philadelphia, Kansas City or Atlanta, whichever is nearest. Order, pay postage from your mail order house, Petticoats not included. Easy Terms, inside back cover.



C

\$5.98

Dress and  
Bolero  
Sizes  
9 to 17  
18 to 20



D

\$6.98

Rayon  
Sheer  
Sizes  
10 to 20



E

\$7.29

Linen-look  
Rayon  
Sizes  
12 to 20;  
24 to 22½

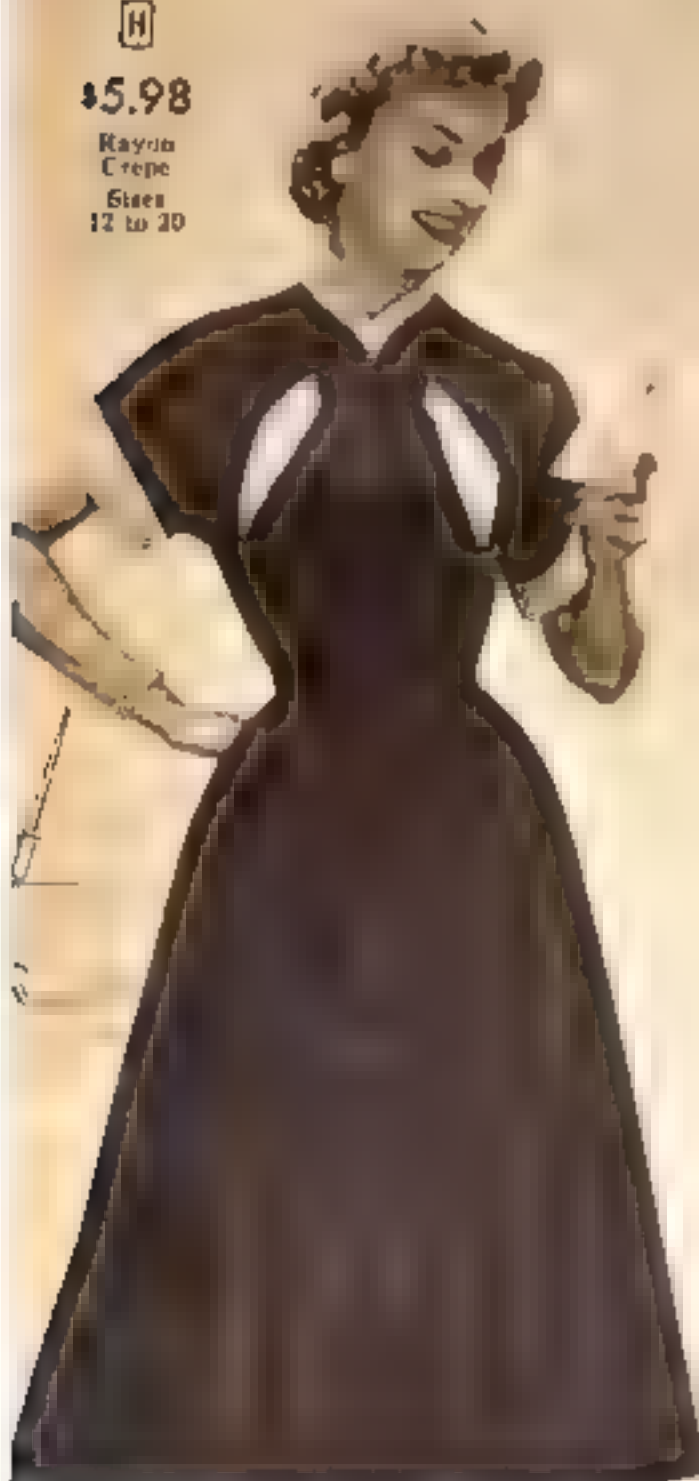


**THEY LIVE ON A BUDGET... LOOK LIKE A MILLION**

H

\$5.98

Rayon  
Creme  
Sizes  
12 to 20



J

\$5.98

Rayon  
Tweed  
Sizes  
9 to 17



K

\$5.98

Linen-look  
Rayon  
Sizes  
10 to 20



SEE PAGE 25... DRESSES





## BEAUTIFUL NEW COTTONS . . ALL WASHABLE

All in Misses' sizes; 2 in Juniors' . . 2 in Shorter Women's

**A** SMART NEW INDIAN PRINT . . fine quality, Sanforised cotton with a gorgeously colored and patterned print. This halter dress is the purest flattery under the sun . . of the moon. Fitted front bodice, low sunbark tiered skirt that whirls with when you walk or dance. Long back drape for smooth fit, removable belt of navy rayon velvet. Washfast, won't shrink over 1%. Shpg. wt. 1 lb. 9 oz. *Misses' sizes 10, 12, 14, 16, 18 only. Order correct size.*  
031 K 4629—Indian design print red with deep and bright colors. . . Only \$5.98

**B** WOVEN CHECK GINGHAM . . one of our newest and most beautiful cotton dresses. Our distinctive version of the sailor collar is in cotton pique . . it dips to a point in back, has carefully muted ribbon trim or washable nylon velvet. Full 4-gore skirt, unpressed pleats in front. Expertly tailored. Shpg. wt. 1 lb. 6 oz. *Misses' sizes 10, 12, 14, 16, 18. Order correct size.*  
031 K 4630—Black, white \$6.98  
031 K 4631—Navy, white 6.98  
*Shorter Women's sizes 14½, 16½, 18½. Order correct size.*  
031 K 4630—Black, white \$6.98  
031 K 4631—Navy, white 6.98

**C** FINE COMBED BROADCLOTH smooth as silk, won't shrink over 1%. This stunning coat dress has a lovely neckline, and rich white embroidery that accents the slenderizing line of the scalloped closing. Expertly made with gently flared 6-gore skirt. Washable. Shpg. wt. 1 lb. 9 oz. *Misses' sizes 12, 14, 16, 18, 20. 031 K 4637—Black with white. 031 K 4638—Navy with white. Shorter Women's sizes 16½, 18½, 20½, 22½, 24½. 031 K 4610—Black with white. 031 K 4611—Navy with white. Order correct size. . . Each \$6.98*

**D** MODERN PRINT COTTON with rich bands of stitched quilting that curve the skirt 3 times and trim the front of the sweetheart neckline. New cut away shoulders. Flared 4-gore skirt. A very expensive looking dress in a truly woven cotton that is as soft and lustrous as silk. Matching velvet belt and trim. Shpg. wt. 1 lb. 9 oz. *Misses' sizes 10, 12, 14, 16, 18. Juniors' sizes 9, 11, 13, 15, 17. Order correct size.*  
031 K 2618—Burnt orange print on white \$6.98  
031 K 2619—Turquoise blue print on white 6.98

**E** BEAUTIFUL COTTON SATIN that stays firm and lustrous, resists wrinkles. This dress has a special, young elegance. The bodice front has rows of finely stitched tucks . . the skirt whirls with unpressed pleats all around. Genuine fresh-water pearl buttons on bodice and cross-over belt. Two-inch hem. Shpg. wt. 1 lb. 7 oz. *Misses' sizes 10, 12, 14, 16, 18. Juniors' sizes 9, 11, 13, 15, 17; Order correct size.*  
031 K 4625—Wedgwood (light) blue . . . \$7.29  
031 K 4626—Rose pink . . . 7.29

Dresses on these 2 pages will be shipped from Philadelphia, Kansas City or Atlanta, whichever is nearest. Order, pay postage from your mail order house. Order regularly and get your Sears catalogs regularly. Select your entire wardrobe the convenient catalog way . . right in your own home. You'll save time and money . . and look better dressed. Satisfaction guaranteed.





**A**  
Washfast  
80-sq. Percale  
**\$3.98**  
Sizes  
10 to 20  
16½ to 22½

**B**  
Sanitized  
Denim  
**\$5.98**  
Sizes 10 to 20  
14½ to 22½

**C**  
Sanitized  
Chambray  
**\$5.59**  
Sizes 10 to 20  
14½ to 22½

**D**  
No-Iron  
Cotton Plisse  
**\$4.98**  
Sizes  
9 to 17  
10 to 18

## "So-Easy-Wraps" for work, play, leisure

Our wrap-arounds are for modern, casual living.  
They wash . . . have deep overlaps that can't gap.

**A** WASHFAST CALICO-PRINT 80-sq. percale; sunfast. This charming back wrap dress is ideal for barbecues, square dances, TV parties . . . as well as street and house wear. It has gold-color piping at the sweetheart neck and the handy patch pocket; puff sleeves gathered at the shoulder, pull-through belt for adjustable waist, full skirt with gathers all around. Shpg. wt. 1 lb. 5 oz. *Misses' sizes* 10, 12, 14, 16, 18, 20, *Shorter Women's* 16½, 18½, 20½, 22½ only. *Measure, order correct size* 031 K 7101—Multi-color flowers on black . . . only \$3.98

**B** SANITIZED DENIM . . . our versatile "Carefree." It's a sun-dress with a blouse, it's a jumper. No-rust brass on the pull-through belt, double stitched seams, big 6-gore skirt. Won't shrink over 1%. *Misses' sizes* 10, 12, 14, 16, 18, 20, *Juniors' sizes* 9, 11, 13, 15, 17, *Women's sizes* 40, 42. *Measure; order correct size* 031 K 7256—Navy blue jean-weight denim wash separately as you do jeans. Shpg. wt. 1 lb. 15 oz. Each \$5.98 031 K 7257—Faded (ft.) blue dress-weight denim, wash in luke-warm water. Shipping wt. 1 lb. 10 oz. Each \$5.98

**C** SANITIZED CHAMBRAY won't shrink over 1%. This back wrap dress is pretty enough for street or party wear . . . has white rick rack all around bodice and skirt, pull-through belt to adjust waist, scoop neck in front and back, with big white plastic button in back (see small view). The skirt is gathered all around, has a handy set-in pocket. Hand wash separately. Shpg. wt. 1 lb. 14 oz. *Misses' sizes* 10, 12, 14, 16, 18, 20, *Shorter Women's* 14½, 16½, 18½, 20½, 22½. *Order correct size* 031 K 7104—Medium blue. \$5.59 031 K 7105—Oxford gray. \$5.59

**D** NO-IRON COTTON PLSSE in a very smart new Dalmatian print . . . keeps its new look and good fit because it's washfast, sunfast, and won't shrink over 3%. This clever and very flattering wrap-and-tie dress adjusts to any size bust or waist . . . has a scoop neck gathered in front, gathered skirt over 115 inches wide, set-in pockets. Shpg. wt. 1 lb. 2 oz. *Juniors' sizes* 9, 11, 13, 15, 17, *Misses' sizes* 10, 12, 14, 16, 18. *Please measure; order your correct size* 031 K 7263—Black on white . . . only \$4.98

**E** NEW WASHFAST NO-IRON RIPPLED COTTON sunfast, won't shrink over 1%. This side-wrap dress has the big collar that's such big fashion news this year . . . a deep, wide and very flattering shawl collar edged with reverse-print all around. The full skirt has set-in pockets, 2-gore back. *Misses' sizes* 12, 14, 16, 18, 20 031 K 7265—Turquoise blue with white print 031 K 7266—White with turquoise blue print 031 K 7267—White ground with red print Wt. 1 lb. 9 oz. *Order correct size* Each \$6.98

**E**  
No-Iron  
Rippled Cotton  
**\$6.98**  
Sizes  
12 to 20



Measure and see size charts on page 82 to determine the size that will fit you best with little or no alteration. You can buy dresses or anything in this book on Easy Terms, see inside back cover



# More than 90 styles for Shorter Women

More than 30 styles also  
in regular Women's sizes . .  
and a fine assortment  
in Larger Women's sizes

Every dress on these 2 and  
the following 8 pages comes  
in Shorter Women's sizes.  
You'll find more on pages 16  
and 17 and throughout the  
Misses' section . . and be sure  
to see the big assortment of  
lower priced dresses on  
pages 38 through 45.

Sears specializes in fashions  
in Shorter Women's sizes . .  
shown by government survey  
to fit the majority of Ameri-  
can women best. They're  
proportioned for the mature  
figure, 5 feet 3 inches and  
under without shoes  
shorter from shoulder to  
waist, and from waist to hem  
than regular Women's sizes

Please study the descriptions  
on page 82 to determine your  
figure type . . then measure  
carefully for your exact size

**MEASURE  
AND  
BE SURE**  
see  
page 82

To be sure the style  
you want comes in  
your size . . check  
size listings with each  
illustration

Dresses on these two pages will be shipped  
from Philadelphia, Kansas City or Atlanta,  
whichever is nearest. Order and pay post-  
age from your Sears mail order house.  
Use Sears Easy Terms . . see inside back  
cover for complete details



Tweed look  
Rayon  
and Acetate  
\$8.98  
Sizes  
14½ to 22½  
36 to 42

Our Finest  
Rayon Crepe  
\$9.98  
Sizes  
14½ to 24½

**TWEED-LOOK RAYON AND ACETATE SUIT-DRESS.** This outfit has all the qualities that make so many busy American women choose the "tweed look" every time. The handsome, firm fabric resists wrinkles and looks fresh all day . . the flattering new style is smart for town and country, the office, or traveling. The easy fitting jacket has a double-breasted effect that slenderizes the waistline . . and a slightly flared peplum that flatters the hips. Lunch-look rayon collar and cuffs. The slim skirt has a smooth-fitting 3-gore back 2-inch hem, ¼-inch sideseams for easy alteration. Dry clean. Shpg. wt. 2 lbs. 2 oz.

Shorter Women's sizes 14½, 16½, 18½, 20½, 22½  
Women's sizes 36, 38, 40, 42. Order correct size  
031 K 6035—Navy blue with white flecks \$8.98  
031 K 6034—Charcoal gray with white flecks 8.98

**OUR FINEST RAYON CREPE** in all-over print of bright-centered daisies . . a beautiful fabric dramatized by a very feminine dress with slenderizing lines. The bodice front has self-fabric bands over 100% nylon marquisette . . pretty and delicate looking, yet the sturdy nylon resists rips and assures long wear. The smart surplice front and the cuffs of the cap sleeves are accented by fine quality gray acetate taffeta. The skirt is gracefully draped to flatter the hips . . has a peg pocket at one side, 3 pleats stitched part-way at the other, smooth-fitting 3-gore back. Rhinestone-set plastic buttons. Dry clean. Shpg. wt. 1 lb. 6 oz. Only in Shorter Women's sizes 14½, 16½, 18½, 20½, 22½, 24½. Please order your correct size

031 K 6032—Royal blue, gray and white. . . . \$9.98  
031 K 6033—Bright red, gray and white. . . . 9.98





Rayon and  
Acetate Crepe  
**\$8.98**  
Sizes  
14½ to 24½  
18 to 44  
46 to 52



Our Best  
Rayon Homan  
**\$9.49**  
Sizes  
14½ to 22½



Nylon and  
Acetate Lace  
**\$14.98**  
Sizes  
14½ to 24½  
34 to 44

**FINE QUALITY SEMI-SHRED CREPE** . . . firmly woven rayon and acetate, perfect choice for year 'round wear. This beautiful dress has a dyed-to-match lace over-crepe yoke which goes all around the back (see small view) . . . fine quality, heavy cotton lace. Sweet heart neckline has matching lace insert . . . 2 star shaped ornaments with rhinestones and simulated pearls. The 8-gore skirt fits smoothly over the hips, then flares slightly for a gracefully wider hemline. Expertly tailored, with 2-inch hem. Dry clean. Shpg. wt. 1 lb. 7 oz. *Shorter Women's sizes* 14½, 16½, 18½, 20½, 22½, 24½. *Women's sizes* 38, 40, 42, 44. *Larger Women's sizes* 46, 48, 50, 52. *Measure* please be sure to order your correct size.  
031 K 5005 Navy blue . . . 03 K 5006 Black  
031 K 5007 Turquoise blue . . . Each . . . only \$8.98

**OUR BEST RAYON HOMAN** . . . WRINKLE RESISTANT firm-bodied new fabric with an interesting new texture . . . attractively printed with butterflies. This dress is so smart in every detail, so easy to step into, and so becoming . . . you'll practically live in it. The front . . . of the bodice gives you the wider shoulderline that makes hips and waist look more slender. The extra collar is white anen-look rayon easy to detach and wash by hand. The skirt has unpressed pleats in front. 2-gore bias back. Expertly made with rhinestone set plastic buttons. 2-inch hem. *Shorter Women's sizes* 14½, 16½, 18½, 20½, 22½. *Measure* please be sure to order your correct size.  
031 K 6036—Navy blue with white . . . only \$9.49  
031 K 6037—Aqua blue with white . . . only \$9.49

**NYLON AND ACETATE LACE** . . . 100% nylon net with beautiful design of acetate. This lace dress is just as elegant as can be. The beautiful neckline is framed by a wing collar of fine quality matching acetate taffeta . . . jewel-like ornaments included. Shoulder pleats give you a becoming bustline; the skirt flares gracefully. Cuffs, bodice lining and attached slip are matching acetate taffeta. Dry clean. Shpg. wt. 2 lbs. 1 oz. *Shorter Women's sizes* 14½, 16½, 18½, 20½, 22½, 24½. *Women's sizes* 34, 36, 38, 40, 42, 44. *Measure* and check size charts. *Order correct size*  
031 K 6675—Navy blue . . . . . only \$14.98  
031 K 6676—Powder (light) blue . . . . . only 14.98  
031 K 6677—Rose pink . . . . . only 14.98





### SILK AND ORLON\*

Miracle shantung. It won't water spot, crease or need ironing.

Size 14 1/2 to 24 1/2 \$12.98

NEW VERSION OF THE EMPIRE SILHOUETTE. Smart and easy to wear because of the soft folds over the bustline and the soft pleats in the skirt front. Full midriff with finely stitched tucks. White shantung trim, easy to detach. Washable. Won't shrink over 1%. Shpg. wt. 1 1/2 lb. in Shorter Women's size 12, 16 & 18.

03 K6025 Shimmering oxford gray \$12.98  
03 K6026 Shimmering open blue with white \$12.98

### 100% NYLON JERSEY

Young and very versatile step-in dress with a full skirt. Washable. Won't shrink over 1%. Shpg. wt. 1 1/2 lb. in Shorter Women's size 12, 16 & 18.

Size 14 1/2 to 24 1/2 \$9.98

YOUNG AND VERY VERSATILE step-in dress with a full skirt.

Size	14 1/2	16	18	20	22	24 1/2
03 K6027						
03 K6028						
03 K6029						
03 K6030						
03 K6031						
03 K6032						
03 K6033						
03 K6034						
03 K6035						
03 K6036						
03 K6037						
03 K6038						
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03 K6095						
03 K6096						
03 K6097						
03 K6098						
03 K6099						
03 K6100						

### PART-NYLON MESH

34% nylon, 66% acetate with waven design of circles. Resists rips.

Size 14 1/2 to 24 1/2, 28 to 44, 46 to 52 \$9.98

COAT DRESS WITH WONDERFUL 20-BOW SKIRT. Becoming to everyone. Shoulder straps provide fullness. Hand made with waven design. Washable. Shpg. wt. 1 1/2 lb. in Shorter Women's size 12, 16 & 18.

03 K 6047 Navy blue \$9.98  
03 K 6048 Aqua green \$9.98  
03 K 6049 Pink \$9.98  
03 K 6050 White \$9.98  
03 K 6051 Black \$9.98  
03 K 6052 Gray \$9.98  
03 K 6053 Blue \$9.98  
03 K 6054 Green \$9.98  
03 K 6055 Red \$9.98  
03 K 6056 Yellow \$9.98  
03 K 6057 Orange \$9.98  
03 K 6058 Purple \$9.98  
03 K 6059 Brown \$9.98  
03 K 6060 Silver \$9.98  
03 K 6061 Gold \$9.98  
03 K 6062 Bronze \$9.98  
03 K 6063 Copper \$9.98  
03 K 6064 Iron \$9.98  
03 K 6065 Steel \$9.98  
03 K 6066 Tin \$9.98  
03 K 6067 Lead \$9.98  
03 K 6068 Zinc \$9.98  
03 K 6069 Nickel \$9.98  
03 K 6070 Cobalt \$9.98  
03 K 6071 Vanadium \$9.98  
03 K 6072 Chromium \$9.98  
03 K 6073 Manganese \$9.98  
03 K 6074 Silicon \$9.98  
03 K 6075 Boron \$9.98  
03 K 6076 Fluorine \$9.98  
03 K 6077 Chlorine \$9.98  
03 K 6078 Sulfur \$9.98  
03 K 6079 Phosphorus \$9.98  
03 K 6080 Nitrogen \$9.98  
03 K 6081 Oxygen \$9.98  
03 K 6082 Hydrogen \$9.98  
03 K 6083 Helium \$9.98  
03 K 6084 Neon \$9.98  
03 K 6085 Argon \$9.98  
03 K 6086 Krypton \$9.98  
03 K 6087 Xenon \$9.98  
03 K 6088 Francium \$9.98  
03 K 6089 Radium \$9.98  
03 K 6090 Actinium \$9.98  
03 K 6091 Thorium \$9.98  
03 K 6092 Protactinium \$9.98  
03 K 6093 Uranium \$9.98  
03 K 6094 Neptunium \$9.98  
03 K 6095 Plutonium \$9.98  
03 K 6096 Americium \$9.98  
03 K 6097 Curium \$9.98  
03 K 6098 Berkelium \$9.98  
03 K 6099 Californium \$9.98  
03 K 6100 Einsteinium \$9.98





### PART-NYLON JERSEY

With woven tucks—18% nylon,  
82% acetate; refuses to sag  
or stretch, needs no ironing

Sizes 14½ to 22½ \$8.49

**PRETTY DRESS WITH WOVEN TUCKS** to underscore all its becoming lines—the flattering new neckline, the easy skirt with unpressed pleats in front, smooth 3-gore back. Expertly tailored with 2-inch hem for easy altering. Hand wash, won't shrink over 3%. Shpg. wt. 1 lb. 6 oz. *Only in Shorter Women's sizes 14½, 16½, 18½, 20½, 22½. Order correct size.*

031 K 6050—Powder (lt.) blue      031 K 6051—Lilac  
031 K 6052—Pale pink      Each only \$8.49

### COTTON AND SILK

With tiny woven pin checks,  
looks like silk, washes like  
cotton, needs little ironing

Sizes 14½ to 22½ \$10.49

**GOOD LOOKING NEW DRESS** is a handsome, firm-bodied new fabric with black pin checks, matching solid color bow and neckline facing are acetate and silk. Pointed yoke, skirt with stitched front pleats, 3-gore back, 2-inch hem, ½-inch side-seams. Washable, won't shrink over 3%. Shpg. wt. 1 lb. 5 oz. *Shorter Women's sizes 14½, 16½, 18½, 20½, 22½.*  
031 K 6038—Mauve rose      031 K 6039—Oxford gray  
031 K 6040—Copen blue      Order correct size. Ea. \$10.49

### NYLON AND DACRON\*

Crisp, cool, finely crinkled  
sheer., with ⅛-in. checks  
first time in our catalog

Sizes 14½ to 24½ \$7.98

**BEAUTIFUL MEDALLIONS OF RICH COTTON LACE** sprinkled with rhinestones accent the neckline of this pretty dress. Expertly tailored, 4-gore skirt has set-in pockets, 2-inch hem, ½-inch side-seams. Washable fabric with ¼-inch checks, won't shrink over 3%. Shpg. wt. 1 lb. 1 oz. *Shorter Women's sizes 14½, 16½, 18½, 20½, 22½, 24½. Order correct size.*  
031 K 6053—Navy blue and white woven checks \$7.98  
031 K 6054—Turquoise blue, white woven checks 7.98

YOUR DRESSES WILL FIT better if you follow measuring instructions on page 82 to determine correct size. Order the same size in our least expensive dresses that you take in our finest quality

\*DuPont trademarks for non-wool fiber

ROCKY PAGE 31 .. DRESSES



A

Pima Cotton  
and Nylon

\$8.29

Sizes  
16 to 44 40, 44

B

Our Finest Woven

\$8.98

Sizes  
16 to 44 40, 44

C

New Washable Pongee

\$6.98

Sizes  
16 to 44 40, 44

## O.K. FOR WASHING... SHRINKAGE

**A** PIMA COTTON AND NYLON... one of the best looking of all the new fabrics... and one of the best loved, because it keeps its crispness and soft luster. This smart dress is easy to wear... has a lovely neckline set off by deep, soft pleating, 2-gore skirt back. Rhinestone pins. Hand wash separately, won't shrink over 3%. Shpg. wt. 1 lb. 5 oz. *Shorter Women's sizes 14½, 16½, 18½, 20½, 22½, 24½, Women's sizes 36, 38, 40, 42, 44, Larger Women's sizes 46, 48. Order your correct size* 031 K 6044—Plum wine 031 K 6046—Navy 031 K 6045—Oxford gray Each... \$8.29

**C** CHEMOSPUN ACETATE AND COTTON... seerucker with woven stripes... keeps its color, sheds wrinkles. Here is a becoming and easy-to-ward dress. It has a slim skirt with front pleat, tab-and-button trimmed pocket 2-gore back. Expertly made with 2-inch hem. Washable, won't shrink over 3%, needs little ironing. Shpg. wt. 1 lb. 7 oz. *Shorter Women's sizes 14½, 16½, 18½, 20½, 22½, 24½, Women's sizes 36, 40, 42, 44. Order correct size* 031 K 6592—Oxford gray, white stripes \$4.98 031 K 6593—Copen blue, white stripes 4.98

**B** OUR FINEST WOVEN CHECK GINGHAM firm-bodied, combed cotton in a dressy style that is extremely becoming to everyone. Its slenderizing lines are accented by mitered bands of self fabric over sturdy 100% nylon marquisette. Beautifully tailored with flared 4-gore skirt, 1½ inch hem... beautifully trimmed with rhinestone-set plastic buttons. Washable; won't shrink over 3%. Shpg. wt. 1 lb. 5 oz. *Only in Shorter Women's sizes 14½, 16½, 18½, 20½, 22½, 24½. Order correct size* 031 K 6425—Black and white checks \$8.98 031 K 6426—Navy and white checks 8.98

**D** NEW WASHABLE PONGEE... acetate and cotton that looks like silk, washes like cotton. This versatile ensemble is very flattering. The bolero slims your hips... the sleeveless coat dress has slenderizing side-buttoned closing and graceful 4-gore skirt. Well made, with ¾-inch side seams and 2-inch hem. Washable, won't shrink over 3%. Shpg. wt. 1 lb. 7 oz. *Only in Shorter Women's sizes 14½, 16½, 18½, 20½, 22½, 24½. Order correct size* 031 K 6027—Pale pongoe—beige ground with multicolor design outlined in black, 2 pcs. \$9.98

D

New Washable Pongee

\$9.98

Sizes  
16½ to 24½

Dresses on these 2 pages will be shipped from Philadelphia, Kansas City or Atlanta, whichever is nearest. Order and pay postage from your mail-order house. You can buy anything in this catalog on Easy Terms, see inside back cover. Satisfaction guaranteed or your money back.





**1**  
T. F. T.  
Rayon  
\$8.49  
Sizes 14 to 24  
\$8.98  
Sizes 46 to 52

**2**  
100% NYLON  
\$5.98  
Sizes  
14 to 24  
36 to 44

**MEASURE  
AND  
BE SURE**  
see  
page 82

**C**  
New Washable  
Acetate and  
Cotton  
Pongee  
\$7.29  
Sizes  
14½ to 22½

# AND WEAR... LABORATORY TESTED

**A** OUR BEST RAYON SHEER new print in smart dark colors with white... washable, won't shrink over 3%. This becoming coat dress has shoulder flanges and a detachable linen-look rayon collar. Expertly tailored with 3-gore skirt back, 2-inch hem, ¼-inch side seams. Shpg. wt. 1 lb. 6 oz. *Measures, order correct size*  
*Shorter Women's sizes 14½, 16, 18½, 20½, 22½, 24½, Women's sizes 38, 40, 42, 44.*  
 031K6029 Navy and white 031K6382-Navy, white  
 031K6030-Black, white 031K6383-Black, white  
 031K6031 Deep brown 031K6384-Deep brown and white... Each \$8.49 and white... Each \$8.98

**C** NEW WASHABLE PONGEE, acetate and cotton that looks like silk, washes like cotton... first time in our catalog. We think this dress will be one of your favorites... it's so very pretty and so completely practical. The style is very youthful looking and easy to wear... classic bodice with gutter buttons, and a wonderful "umbrella" skirt of 20 gores. The print is a beautiful design of tiny black scrolls and little bright colored leaves. Won't shrink over 3%. Shpg. wt. 1 lb. 1 oz. *Only in Shorter Women's sizes 14½, 16, 18½, 20½, 22½. Measure, order correct size.*  
 031K6577-Pale pongee-beige ground with print of multicolor leaves and black scrolls... only \$7.29

**B** 100% NYLON... crisp semi-sheer with narrow woven "ribbon" pucker... needs little or no ironing. Here's a very flattering dress... softly draped bodice with attached bow and rhinestone ornament, white trim of cotton waffle pique, smooth 2-gore skirt back. Hand wash, won't shrink over 3%. Shpg. wt. 15 oz. *Shorter Women's sizes 14½, 16½, 18½, 20½, 22½, 24½. Women's sizes 36, 38, 40, 42, 44. Order correct size.*  
 031K6547-Lilac with white... \$5.98  
 031K6546-Turquoise blue with white... \$5.98  
 031K6545-Navy blue with white... \$5.98

**D** CREASE-RESISTANT LINEN-LOOK RAYON that washes... is an expertly tailored dress that has become so easy to wear. The unlined jacket has set-in pockets... accented by millions of tiny black scrolls and little bright colored leaves. Hand wash, won't shrink over 3%. Shpg. wt. 1 lb. 10 oz. *Shorter Women's sizes 14½, 16, 18, 20, 22, 24, 26, 28, 30, 32, 34, 36, 38, 40, 42, 44. Measure, order correct size.*  
 031K6583-Navy with white... 2 pcs. \$6.98  
 031K6584-Lilac with white... 2 pcs. \$6.98

**D**  
Linen-look  
Rayon  
\$6.98  
Sizes  
16½ to 44  
36 to 44

To determine the size that will fit you best, always take your measurements carefully... then order correct size as indicated by measurement charts on page 82



# You can dress better . . and SAVE AT SEARS



Size  
16 1/2 to 24 1/2  
36 to 44

Semi-Sheer  
Acetate and  
rayon  
\$9.98

New rayon  
A-line  
and  
\$6.98

Size  
14 1/2 to 24 1/2  
36 to 44

## JACKET DRESSES

### VERSATILE ENSEMBLES . TWICE AS SMART, TWICE AS USEFUL

**SEMI-SHEER CREPE**—beautiful acetate and rayon in an ensemble that you'll wear proudly all year long. The easy-fitting unlined jacket has matching broad embroidery. The dress has shirring at shoulders for flattering bustline fullness, short cap sleeves, button-trim, gracefully flared 5-gore skirt. Made to our highest standards. 2-inch hem and 3/4-inch side seams for easy alteration. Dry clean. *Shorter Women's sizes* 16 1/2, 18 1/2, 20 1/2, 22 1/2, 24 1/2. *Women's sizes* 36, 38, 40, 42, 44. *Order correct size.* Shpg. wt. 2 lbs. 10 oz.  
031K 9774—Navy blue dress and jacket, only \$9.98  
031K 9775—Black dress and jacket, only \$9.98

**NEW WOVEN STRIPE SEERSUCKER**—a youthful outfit that's extremely becoming and wonderfully practical. No ironing won't shrink over 3%. Easy-to-wear, has 4-gore skirt with set-in pockets. Hand wash. Shpg. wt. 1 lb. 13 oz. *Shorter Women's sizes* 14 1/2, 16 1/2, 18 1/2, 20 1/2, 22 1/2, 24 1/2. *Women's sizes* 36, 38, 40, 42, 44. *Order correct size.* Each \$6.29  
031K 6548—Navy ground, black and white print, only \$6.29  
031K 6549—Turquoise blue ground, black and white print, only \$6.29

**A** 100% NYLON . smooth, crisp sheer with white flock dots; needs little ironing. Here's a very pretty dress that looks well on everyone. Keyhole neckline with pleated insert . . grosgrain button trim. 3-gore bias skirt. Hand wash. Shipping wt. 1.5 oz. *Only in Shorter Women's sizes* 16 1/2, 18 1/2, 20 1/2, 22 1/2, 24 1/2. *Measure, order correct size.*  
031K 6554—Aqua blue with white dots \$5.98  
031K 6555—Black with white dots \$5.98

**B** NEW RAYON HOMAN THAT WASHES and resists wrinkles. A firm lustrous fabric with linen-like texture. Smartly tailored dress accented by red and white flower and piping. Gently flared 8-gore skirt with set-in pockets. 2-inch hem. Hand wash. Shpg. wt. 1.5 oz. *Shorter Women's sizes* 14 1/2, 16 1/2, 18 1/2, 20 1/2, 22 1/2. *Measure, order correct size.*  
031K 6551—Navy with red and white trim \$5.98  
031K 6552—Med. gray with red and white trim \$5.98

**C** 100% NYLON . needs little ironing. The fabric is a lovely semi-sheer with a very tiny pucker. The paisley print is very pretty and very much in fashion. Detachable nylon flower accents V-neck, shoulder flanges provide bustline fullness, 4-gore skirt has an easy flare, set-in pockets. Hand wash. Shpg. wt. 1.5 oz. *Measure, order correct size.*  
*Comes in Shorter Women's sizes* 14 1/2, 16 1/2, 18 1/2, 20 1/2, 22 1/2, 24 1/2, *Women's sizes* 36, 40, 42, 44.  
031K 6566—Turquoise blue, gray and white \$5.98  
031K 6567—Lilac, gray and white \$5.98  
*Also in Larger Women's sizes* 46, 48, 50, 52  
031K 6569—Turquoise blue, gray and white \$6.59  
031K 6570—Lilac, gray and white \$6.59

**D** LINEN-LOOK RAYON THAT WASHES, resists wrinkles. Rich, dyed-to-match cotton lace accents the neckline and set-in pockets of this pretty dress. Shoulder flanges for bustline fullness; flared 4-gore skirt. Hand wash, won't shrink over 3%. Shpg. wt. 1 lb. 13 oz. *Shorter Women's sizes* 14 1/2, 16 1/2, 18 1/2, 20 1/2, 22 1/2, 24 1/2. *Order correct size.*  
031K 6589—Petal pink 031K 6590—Medium blue  
031K 6591—Med. beige Each \$5.98

**E** LINEN-LOOK RAYON THAT WASHES, resists wrinkles. Smart modern print in an easy-to-get-into coat dress. Flattering lapels, slightly flared 4-gore skirt with set-in pockets. Contrast stitching on collar and down front. Hand wash, won't shrink over 3%. *Shorter Women's sizes* 14 1/2, 16 1/2, 18 1/2, 20 1/2, 22 1/2, 24 1/2, *Women's sizes* 36, 40, 42, 44.  
031K 6574—Aqua blue, luggage tan and black print  
031K 6575—Navy ground, turquoise blue and white  
Shpg. wt. 1 lb. 14 oz. *Order correct size.* Each \$6.29

**F** RAYON CREPE THAT WASHES . . smooth fabric, easy to iron. This smart dress has button-trimmed tab at neck, 5-gore skirt with unpressed pleats in front. Opens to below waist. Hand wash separately. Shpg. wt. 12 oz. *Shorter Women's sizes* 16 1/2, 18 1/2, 20 1/2, 22 1/2, 24 1/2, *Women's sizes* 36, 40, 42, 44. *Larger Women's sizes* 46, 48, 50, 52. *Order correct size.*  
031K 5786—Lavender ground, black and white print  
031K 5787—Lt. gray ground, black and white print  
031K 5788—Turquoise blue ground, black and white print  
031K 5791—Deep green and white print, only \$3.98  
031K 5792—Deep brown and white print, only \$3.98

**G** RAYON CREPE THAT WASHES . . easy to iron. Shoulder flanges for becoming bustline, 6-gore skirt with shirred front. Hand wash. Wt. 12 oz. *Shorter Women's sizes* 14 1/2, 16 1/2, 18 1/2, 20 1/2, 22 1/2, 24 1/2.  
031K 5786—Lavender ground, black and white print  
031K 5787—Lt. gray ground, black and white print  
031K 5788—Turquoise blue ground, black and white print  
031K 5791—Deep green and white print, only \$3.98  
031K 5792—Deep brown and white print, only \$3.98

**H** FACONNE SLEER . acetate and rayon with self "shadow" design . . beautiful and very durable. This dress does a lot for your figure. It has shoulder flanges that provide just the fullness, skirt front with gathers below double hip yoke, smooth 3-gore back. Dry clean. Shpg. wt. 1 lb. 2 oz. *Shorter Women's sizes* 14 1/2, 16 1/2, 18 1/2, 20 1/2, 22 1/2, 24 1/2, only \$5.98  
031K 6586—Navy 031K 6587—Petal pink  
031K 6588—Aqua blue. *Order correct size.* Each \$5.98

Dresses on these 2 pages shipped from Philadelphia, Kansas City or Atlanta, whichever is nearest. Order pay postage from your mail order house. Measure page 82. Easy Terms on inside back cover.





**A**  
100% Nylon  
**\$5.98**  
Sizes  
16 to 24

**B**  
Rayon  
for  
Washes  
**\$5.98**  
Sizes  
14 to 22

100% Nylon **C**  
**\$5.98**  
Sizes  
14 to 24  
**\$6.59**  
Sizes  
26 to 32

**D**  
Linen  
and  
Rayon  
for  
Washes  
**\$5.98**  
Sizes  
14 to 24

**MEASURE  
AND  
BE SURE**  
see  
page 82



**E**  
Linen  
and  
Rayon  
for  
Washes  
**\$6.29**  
Sizes  
14 to 24

**F**  
Rayon  
for  
Washes  
**\$3.98**  
Sizes  
16 to 24  
18 to 44  
46 to 52

**G**  
Rayon  
for  
Washes  
**\$3.98**  
Sizes  
24 to 26

**H**  
Acetate  
and  
Rayon  
for  
Washes  
**\$5.98**  
Sizes  
14 to 22





A  
\$6.39  
SIZES 16-24

B  
\$6.29  
SIZES 16-24

C  
\$5.98  
SIZES 16-24

D  
\$5.98  
SIZES 16-24



E  
DAN RIVER WRINKLE-SHED®  
\$7.59  
SIZES 16-24



F  
\$5.98  
SIZES 16-24

## OUR BEST WASHABLE COTTONS

Youthful, new dresses for Shorter Women

**A** WOVEN CHECKED GINGHAM . . . wool 1 shrink over 1%. Slim step-in dress with white cotton pique trim, 4-gore skirt, set-in pockets, kick pleat in back and front, 2-in. hem. Shpg. wt. 1 lb. 2 oz. *Shorter Women's sizes* 16½, 18½, 20½, 22½, 24½. *Order correct size* 031 K 6629—Black, white checks \$6.29

**C** COPY OF IMPORTED SWISS . . . yarn dyed cotton with raised white over-plaid . . . very like the expensive Swiss original. Wrinkle resistant. The dress is becoming and expertly tailored has a soft bodice, 5-gore skirt with set-in pockets, carefully matched plaid. Shpg. wt. 1 lb. 2 oz. *Shorter Women's sizes* 14½, 16½, 18½, 20½, 22½, 24½. *Measure order over 1 size* 031 K 6602—Medium blue with white over-stripe . . . only \$5.98

**E** DAN RIVER WRINKLE-SHED® chambray resists wrinkles, won't shrink over 1%. Beautifully matched bands of self fabric over 100% nylon marquisette on front of bodice and cuffs of bolero. Dress has 5-gore skirt. Washable. Shpg. wt. 1 lb. 6 oz. *Shorter Women's sizes* 14½, 16½, 18½, 20½, 22½, 24½. *Order correct size* 031 K 6608—Light orchid rose \$7.59 031 K 6609—Light brown . . . 7.59

**B** FINE COMBED CHAMBRAY . . . wrinkle resistant, won't shrink over 1%. This well made coat dress has a tucked yoke, convertible collar, 6-gore skirt with set-in pockets, 2-inch hem. Shpg. wt. 1 lb. 5 oz. *Shorter Women's sizes* 16½, 18½, 20½, 22½, 24½. *Women's sizes* 38, 40, 42, 44. *Order correct size* 031 K 6606—Medium blue . . . \$6.29 031 K 6607—Medium gray . . . 6.29

**D** COMBED YARN CHAMBRAY . . . wrinkle-resistant. Pretty coat dress with broad embroidery in deeper tone, convertible collar, 7-gore skirt with set-in pockets, 2-inch hem. Shpg. wt. 1 lb. 6 oz. *Shorter Women's sizes* 16½, 18½, 20½, 22½, 24½. *Order correct size* 031 K 6675—LA orchid rose \$5.98 031 K 6676—Light brown . . . 5.98

**F** SANFORIZED WOVEN PLAID gingham . . . decidedly new, extremely flattering dress with deep collar and soft invert of tiny pleats. Bow trim 4-gore skirt with front fullness. Plaid is carefully matched. Washable, sunfast won't shrink over 1%. Shipping wt. 1 lb. 4 oz. *Shorter Women's sizes* 16½, 18½, 20½, 22½, 24½. *Order correct size* 031 K 6632—Wine and gray plaid 031 K 6633—Royal and turquoise blue plaid. . . . . Each \$5.98

Dresses on these 2 pages will be shipped from Philadelphia, Kansas City or Atlanta, whichever is nearest. Order, pay postage from your mail order house. Use Easy Terms to buy dresses or anything in this book—see inside back cover.





**A** Washfast 80-square Percal  
 \$4.69 \$5.29  
 Sizes 14½ to 24½ 38 to 44 46 to 52

**C** Rayon Crepe that Washes  
 \$5.98  
 Sizes 14½ to 24½ 38 to 44 46 to 52

**D** New Rayon Hohan that Washes  
 \$6.98  
 Sizes 16½ to 24½ 38 to 44 46 to 52

**B** Washfast 80-square Percal  
 \$3.98 \$4.59  
 Sizes 14½ to 24½ 38 to 44 46 to 52

**MEASURE AND BE SURE**  
 see page 82



**E** Washfast Polished Chambray  
 \$4.98 \$5.59  
 Sizes 14½ to 24½ 38 to 44 46 to 52

## FOR THE GRACIOUS LADY

Easy-to-wear dresses with longer sleeves and skirts

**A** WASHFAST 80-SQ. PERCALE PRINT . . . coat dress trimmed with medallions of white cotton lace. 3-gore skirt back, 2-inch hem. Shpg. wt. 1 lb. 1 oz. *Shorter Women's sizes* 14½, 16½, 18½, 20½, 22½, 24½; *Women's sizes* 36, 38, 40, 42, 44. 031 K 4953—Med. blue, black and white 031 K 4954—Deep red, black and white *Order correct size . . . . . Each \$4.69*  
*Larger Women's sizes* 46, 48, 50, 52. 031 K 4953—Med. blue, black and white 031 K 4954—Deep red, black and white *Order correct size . . . . . Each \$5.29*

**C** RAYON CREPE THAT WASHES . . . smart print in a coat dress with becoming bustline fullness. 3-gore skirt back. Matching sobu trim acetate at feet. Hand wash. Shpg. wt. 1 lb. 4 oz. *Shorter Women's sizes* 14½, 16½, 18½, 20½, 22½, 24½; *Women's sizes* 36, 38, 40, 42, 44. *Larger Women's sizes* 46, 48, 50, 52. *Measure, order correct size.* 031 K 6537—Navy blue with white \$5.98 031 K 6538—Black with white 5.98 031 K 6539—Dark green with white 5.98

**E** POLISHED CHAMBRAY . . . keeps its luster won't shrink over 2%. Coat dress with shoulder flanges, 3-gore skirt back, 2-inch hem. Matching and white striped piping. Washfast. Shpg. wt. 1 lb. 5 oz. *Order correct size. Shorter Women's sizes* 14½, 16½, 18½, 20½, 22½, 24½; *Women's sizes* 36, 38, 40, 42, 44. 031 K 4950—Light oxford gray \$4.98 031 K 4951—Light brown 4.98 *Larger Women's sizes* 46, 48, 50, 52. 031 K 4957—Light oxford gray \$5.59 031 K 4958—Light brown . . . . . 5.59

**B** WASHFAST 80-SQ. PERCALE . . . white ground print, eyelet trim; 3-gore skirt. Wt. 14 oz. *Order correct size. Shorter Women's sizes* 16½, 18½, 20½, 22½, 24½; *Women's sizes* 36, 38, 40, 42, 44. 031 K 5800—Lilac 031 K 5801—Gray 031 K 5802—Bright blue. Each \$3.98  
*Larger Women's sizes* 46, 48, 50, 52. 031 K 5838—Lilac 031 K 5839—Gray 031 K 5840—Bright blue. Each \$4.59

**D** NEW RAYON HOHAN that washes . . . a lustrous, firm-bodied new fabric with a handsome linen-like texture; wrinkle-resistant. Rows of fine, even contrast stitching accent this smart coat dress . . . shoulder flanges and 3-gore skirt back give it an easy becoming fit. Hand wash. *Shorter Women's sizes* 16½, 18½, 20½, 22½, 24½; *Women's sizes* 36, 38, 40, 42, 44. *Larger Women's sizes* 46, 48, 50, 52. *Measure check size charts, order correct size.* 031 K 6560—Light gray with black trim 031 K 6561—Light beige with brown trim 031 K 6562—Light blue with navy trim Shpg. wt. 1 lb. 7 oz. . . . Each \$6.98

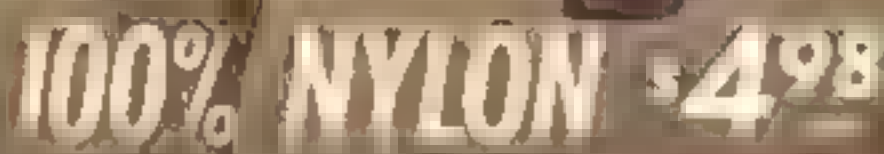
**F** SEMI-SHEER CREPE . . . acetate and rayon with pretty duco print. Shoulder flanges for bustline fullness. 3-gore skirt back. Dry clean. Shpg. wt. 1 lb. 11 oz. *Shorter Women's sizes* 14½, 16½, 18½, 20½, 22½, 24½; *Women's sizes* 36, 38, 40, 42, 44. *Larger Women's sizes* 46, 48, 50, 52. *Order correct size.* 031 K 5500—Black ground with pink, blue and white duco print . . . \$4.98 031 K 5501—Navy ground with pink, blue and white duco print . . . \$4.98

**F** Semi-sheer Acetate and Rayon Crepe  
 \$6.98  
 Sizes 14½ to 24½ 38 to 44 46 to 52





see page  
82

[illegible][illegible]

WOMAN'S RESISTANT ACETATE jersey  
with white color printed squares - a  
beaut. design that goes wearing  
wear! This slenderizing coat dress has  
sleeves & gages for business leanness  
- it's ideal for travel. 5 piece skirt  
with a princess seam on each side in  
front & back wash shipping weight  
\$60 Ladies

showed 4 women's sizes 10, 12, 14, 16.  
2 1/2 14 Women's \$30 sh 4  
42 44 jacket for men \$48 18,  
50 + 2 more medium size ladies size

03-5509 Black with white \$6.98  
03-5510 Navy Blue with white 6.98

[illegible]





## SPORT CHAMBRAY

**\$4.98** Sizes 10 to 20

SPORT CHAMBRAY . . stronger and heavier than regular chambray washable, won't shrink more than 1%. This is one of our smartest and most versatile cottons . . perfect for trips to town or to the picnic grounds. It has the big, big collar everyone loves this year . . and a wide whirling 10-gore skirt with 8 rows of sparkling white piping all around. Shipping weight 1 lb. 10 oz.

Misses' sizes 10, 12, 14, 16, 18, 20  
Measure; order correct size

031 K 4813—Medium blue . . . \$4.98  
031 K 4814—Deep gray . . . 4.98

**\$4.98** Sizes 10 to 20

SPORT CHAMBRAY . . stronger and heavier than ordinary chambray washable, won't shrink over 1%. Versatile 2-piece outfit . . a sundress (see small view) and a big sailor collar that buttons on and off wonderful cover-up for town or nippy evenings. The dress has tucks stitched in white on bodice and patch pockets; flared 4-gore skirt long back zipper. Shpg. wt. 1 lb. 8 oz.

Misses' sizes 10, 12, 14, 16, 18, 20  
Measure; order correct size

031 K 4803—Medium blue . . . \$4.98  
031 K 4804—Deep gray . . . 4.98



## ACTION CLASSICS

**\$5.79** Linen-look Rayon

Expertly tailored dresses with • action-back yoke • buttoned action-sleeve (seersucker also without sleeves) • 7-gore skirt • elasticized belt • 2-inch hem

### LINEN-LOOK RAYON

Washable, won't shrink over 3%. Shpg. wt. 1 lb. 13 oz. Measure; order correct size

**A** WITH SLEEVES  
Misses' sizes 12, 14, 16, 18, 20.  
031 K 4772—Aqua blue, navy belt . . \$5.79  
031 K 4771—Beige with Navy belt . . 5.79  
031 K 4773—Petal pink, navy belt . . 5.79  
Shorter Women's sizes 14½, 16½, 18½  
20½, 22½, 24½  
031 K 4772—Aqua blue, navy belt . . \$5.79  
031 K 4771—Beige with Navy belt . . 5.79  
031 K 4773—Petal pink, navy belt . . 5.79

**\$5.59** Striped Seersucker

### WOVEN STRIPE SEERSUCKER

Washfast cotton with white stripes. Shpg. wt. 1 lb. 4 oz. Order correct size.

**B** WITH SLEEVES  
Misses' sizes 12, 14, 16, 18, 20.  
Shorter Women's  
14½, 16½, 18½, 20½, 22½, 24½  
031 K 6671—Red  
031 K 6673—Brown  
031 K 6674—Medium blue . . Each \$5.59

**C** SLEEVELESS  
Misses' sizes 12, 14, 16, 18, 20.  
Shorter Women's  
14½, 16½, 18½, 20½, 22½, 24½  
031 K 4822—Red  
031 K 4823—Brown  
031 K 4824—Medium blue . . Each \$5.59

Dresses on these 2 pages are shipped from Philadelphia, Kansas City or Atlanta, whichever is nearest. Order and pay postage from your mail order house. Use Sears Easy Terms—see inside back cover.

PCORRHANDQ; PAGE 39 . . DRESSES





**A**  
Embossed  
Percale  
\$4.98  
Sizes  
9 to 15

**B**  
Embroidered  
80-Square  
Percale  
\$3.98  
Sizes  
9 to 15

**C**  
80-Square  
Percale  
\$4.98  
Sizes  
9 to 15

**D**  
80-Square  
Percale  
\$2.98  
Sizes  
9 to 17



**E**  
80-Square  
Percale  
\$4.98  
Sizes 9 to 17;  
10 to 18

**F**  
80-Square  
Percale  
\$3.98  
Sizes  
9 to 15

## NEW JUNIOR COTTONS

**A** DRESS AND CAP of crisp washable cotton with embossed ribbing make an adorable outfit. Jaunty dress buttons to waist... has 2-gore skirt back, 2 patch pockets. Dress and "boy cap" both trimmed with navy and white striped pique. Shpg. wt. 1 lb. 3 oz. *Juniors' sizes 9, 11, 13, 15 Order correct size*  
031 K 2832—Aqua blue . \$4.98  
031 K 2833—Light pink . 4.98

**C** TINY FLORAL PRINT is very pretty in this smart little dress of Sanforized 80-sq. percale. Skirt is gathered all around from front inverted pleat, collar and tie are white pique. White plastic buttons. Washable won't shrink over 1%. Shpg. wt. 1 lb. 6 oz. *Juniors' sizes 9, 11, 13, 15 Order correct size*  
031 K 2824—Yellow on black \$4.98  
031 K 2825—Aqua on black 4.98

**E** RETRABA DRESS is washable 80-sq. percale, with gay little roses printed on white ground. Neckline scoops 'way down in back. 7 rows of self ruffles dance around flared skirt. Side zipper, scrub belt. Shpg. wt. 1 lb. 6 oz. *Juniors' sizes 9, 11, 13, 15 Measures 10 to 14, 16, 18 Order correct size*  
031 K 2830—Green and rose \$4.98  
031 K 2831—Gray and yellow 4.98

**B** POLISHED COTTON in gay floral print on white ground with matching solid-color broadcloth. Charming corset effect gives you the tiny waistline you love; scoop-neck front and back, skirt is gathered all around. Side zipper. Washable Shpg. wt. 15 oz. *Juniors' sizes 9, 11, 13, 15 Measure, order correct size*  
031 K 2822—Red print \$3.98  
031 K 2823—Green print 3.98

**D** BLACK AND WHITE CHECKS are set off by border print of black, white and colored bands. Dress is washable 80-sq. percale, has glitter buttons, all around gathered skirt. Shpg. wt. 12 oz. *Juniors' sizes 9, 11, 13, 15, 17, Order correct size*  
031 K 2826—Bright red on black and white . \$2.98  
031 K 2827—Bright green on black and white. . . . . \$2.98

**F** 2-PIECE DRESS in checked 80-sq. percale is as cute as can be... tuck-in top is scooped front and back, skirt is gathered all around from inverted front pleat, has printed border design, side zipper. White daisies are included. Washable Shpg. wt. 1 lb. 7 oz. *Juniors' sizes 9, 11, 13, 15 Order correct size*  
031 K 2828—Navy, white \$3.98  
031 K 2829—Black, white 3.98

Petticoats used under full skirts not included. See index for full assortment. Use Easy Terms, inside back cover Measure... see page 82





**A**  
Polished  
Chambray  
\$4.98  
Sizes  
12 to 20  
14 1/2 to 24 1/2

**B**  
Woven Plaid  
Gingham  
\$4.98  
Sizes  
12 to 20

**C**  
Woven Stripe  
Serruoker  
\$5.59  
Sizes  
12 to 20

**D**  
Polished  
Cotton  
\$5.59  
Sizes  
12 to 20

## NEW MISSES' COTTONS

**A** POLISHED CHAMBRAY step-in dress with new bodice detail. 2 tucked patch pockets. Four-gore skirt, plastic buttons. Washfast. Shpg. wt. 1 lb. 3 oz. *Misses' sizes* 12, 14, 16, 18, 20.  
031 K 4862—Medium gray \$4.98  
031 K 4863—Medium brown 4.98  
Also Shorter Women's sizes 14 1/2, 16 1/2, 18 1/2, 20 1/2, 22 1/2, 24 1/2  
031 K 4975—Medium gray \$4.98  
031 K 4976—Medium brown 4.98

**C** WOVEN STRIPE SERRUOKER is a charming 2-piece suit-dress. Jacket curves lightly over hips, gives a slim effect... has white plastic buttons, 2 pockets. Skirt has 4 tiny pleats in front for easy fit, 2-gore back with kick pleat. Washfast. Shipping weight 1 lb 6 oz. *Misses' sizes* 12, 14, 16, 18, 20. Order correct size.  
031 K 4876—Brown and white \$5.59  
031 K 4877—Lt. green and white 5.59

**E** DRESS AND SWEATER SET... so popular! Fleur-de-lis print dress of 80-sq. percale has scoop-neck back, all-around gathered skirt. Cotton knit sweater with print trim. Both washable. Shpg. wt. 1 lb. 1 oz. *Misses' sizes* 10, 12, 14, 16, 18, 20. Order correct size.  
031 K 4854—Navy print on white navy sweater with print trim \$3.98  
031 K 4855—Red print on white navy sweater with print trim \$3.98

**B** WOVEN PLAID GINGHAM. Dan River Wrinkl. Shed®... sunfast, washfast... won't shrink over 1%. Beautiful, richly-colored plaid in a casual dress with all-around gathered skirt, pearly plastic buttons, side zipper. Shpg. wt. 1 lb 2 oz. *Misses' sizes* 12, 14, 16, 18, 20.  
031 K 4849—Pink and medium blue plaid... Order correct size \$4.98  
031 K 4850—Plum wine and light blue... Order correct size \$4.98

**D** POLISHED COTTON with floral print in soft pastels on white ground. Washable. This extremely feminine dress has high front midriff, softly shirred bodice front, shirred sleeves. Full skirt is gathered all around. Pastel belt is reinforced grosgrain. Shpg. wt. 1 lb 8 oz. *Misses' sizes* 12, 14, 16, 18, 20. Order correct size.  
031 K 4852—Aqua blue, pink \$5.59  
031 K 4853—Yellow and lilac 5.59

**F** WAFFLE PIQUE... cool, crisp and lightweight, with a lovely new print. Dress has heart-shaped neckline front and back, very full, swing skirt, white glitter buttons, side zipper. Washable. Shpg. wt. 1 lb 9 oz. *Misses' sizes* 12, 14, 16, 18, 20. Order correct size.  
031 K 4858—Light and deep rose with green on white... \$5.59  
031 K 4859—Light and deep gold with green on white... \$5.59



**E**  
Dress and  
Sweater Set  
\$3.98  
Sizes  
0 to 20

**F**  
Waffle  
Pique  
\$5.59  
Sizes  
12 to 20

Dresses on these 2 pages shipped from Philadelphia, Kansas City or Atlanta, whichever is nearest. Order pay postage from mail order house.





A  
Embroidered  
Batiste  
\$4.98  
Sizes  
14 1/2 to 44



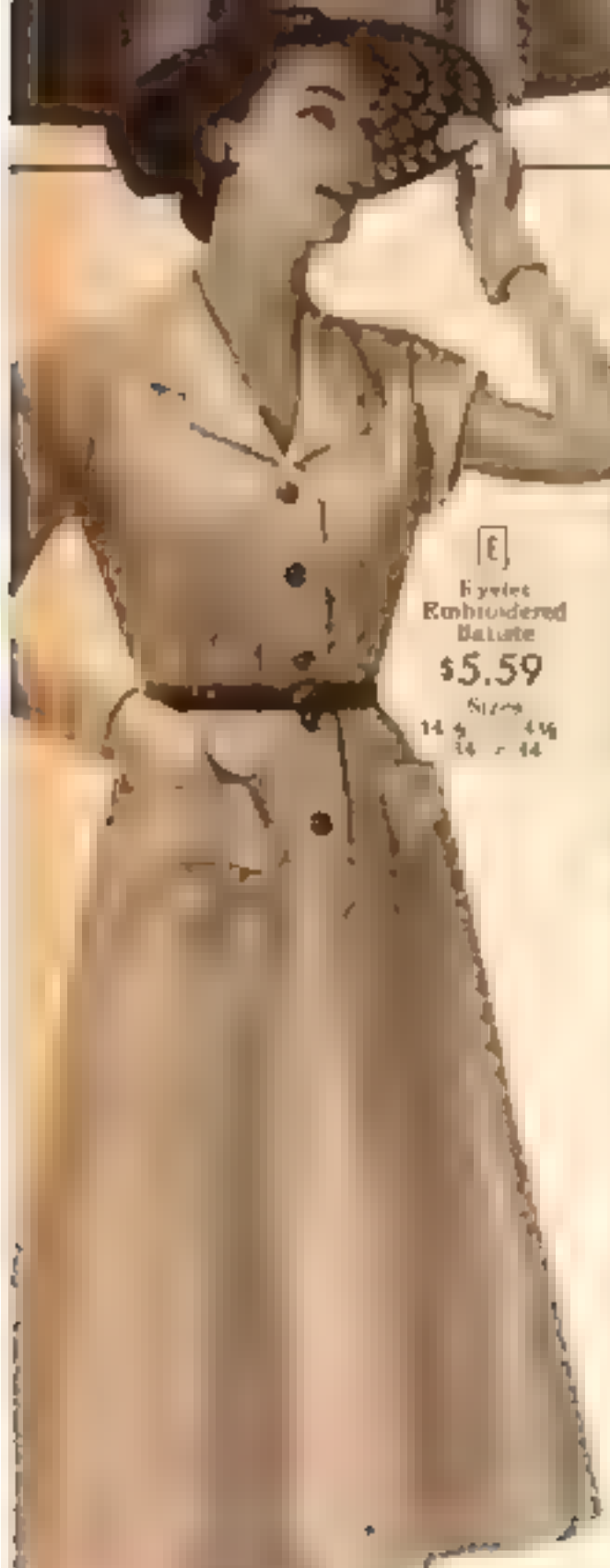
B  
Embroidered  
Batiste  
\$4.98  
Sizes  
14 1/2 to 44



C  
Embroidered  
Batiste  
\$4.98  
Sizes  
14 1/2 to 44



D  
Embroidered  
Batiste  
\$4.79  
Sizes  
14 1/2 to 44



E  
Embroidered  
Batiste  
\$5.59  
Sizes  
14 1/2 to 44

## YOUTHFUL COTTONS . . for Shorter Women . . also other sizes

F  
Embroidered  
Batiste  
\$4.98  
Sizes  
14 1/2 to 44



A EMBROIDERED COTTON . . tweed print pattern in a stylish coat dress with smart black collar and trim, smooth, 2-gore skirt back, set in pockets. Washfast. . . won't shrink over 1%. Shpg. wt. 1 lb. 8 oz. Shorter Women's sizes 14 1/2, 16 1/2, 18 1/2, 20 1/2, 22 1/2, 24 1/2, Women's sizes 34, 36, 38, 40, 42, 44. Order correct size. 031K4908-Black and white tweed \$4.98

C WOVEN PLAID GINGHAM . . sunfast, washfast . . won't shrink over 2%. This easy-to-wear dress has skirt with front shirring, smooth, 2-gore back, big patch pockets with white button-and-buttonhole trim . . another fine Sears value for you! Shpg. wt. 1 lb. 2 oz. Shorter Women's sizes 14 1/2, 16 1/2, 18 1/2, 20 1/2, 22 1/2, 24 1/2, Women's sizes 34, 36, 38, 40, 42, 44. Order correct size. 031K4811-Navy and red plaid \$4.98 031K4812-Deep green, red plaid 4.98

E EYELET EMBROIDERED BATISTE in a cool and pretty step-in dress. Gracefully flared skirt has smooth, 2-gore back, 2 patch pockets. Washable. Shpg. wt. 1 lb. 1 oz. Shorter Women's sizes 14 1/2, 16 1/2, 18 1/2, 20 1/2, 22 1/2, 24 1/2, Women's sizes 34, 36, 38, 40, 42, 44. Order correct size. 031K4906-Mauve yellow . . \$5.59 031K4905-Light pink 5.59 031K4904-Navy blue 5.59

B CHAMBRAY COAT DRESS with lagotting looks lovely on! boldly flared skirt has 3-gore back, 2 patch pockets. Washable. Shpg. wt. 1 lb. 2 oz. Shorter Women's sizes 16 1/2, 18 1/2, 20 1/2, 22 1/2, 24 1/2, Women's sizes 36, 38, 40, 42, 44, Larger Women's 46, 48, 50, 52. Measure, order correct size. 031K4814-Light brown . . \$4.98 031K4815-Light aqua green . . 4.98 031K4816-Medium blue . . 4.98

D TUX STEP-IN DRESS in dark broadcloth and light polished chambray . . has soft bodice fullness, smooth, 2-gore skirt back. Washable. Shpg. wt. 1 lb. 3 oz. Misses' sizes 12, 14, 16, 18, 20; Shorter Women's 14 1/2, 16 1/2, 18 1/2, 20 1/2, 22 1/2, 24 1/2, Women's 34, 36, 38, 40, 42, 44. Order correct size. 031K7237-Dark and light brown \$4.79 031K7238-Dark and light green 4.79 031K7235-Medium and light gray 4.79

F POLISHED CHAMBRAY dress with tucked bib effect has white-striped bodice, solid-color flared skirt with 2-gore back, 2 set-in pockets. Washfast. . . won't shrink over 2%. Wt. 1 lb. 3 oz. Shorter Women's sizes 14 1/2, 16 1/2, 18 1/2, 20 1/2, 22 1/2, 24 1/2, Women's sizes 34, 36, 38, 40, 42, 44. Order correct size. 031K4913-Light rose with white \$4.98 031K4912-Navy blue with white 4.98

Dresses on these 2 pages shipped from Philadel  
phia, Kansas City or Atlanta, whichever is nearest.  
Order, pay postage from your mail order house.





**E**  
80-Sq  
Percale  
Sizes  
14 to 20  
16½ to 24½

# SEARS FAMOUS \$3.98 COTTONS

each

Young, easy-to-wear dresses in the most wanted washable and washfast cottons... so pretty you'll wear them for dress-up occasions... so durable you'll be wearing them seasons later around the house

All styles in Shorter Women's sizes;  
5 in Misses' sizes; 1 in Women's sizes

**F**  
Washfast  
Chambray  
Sizes  
14½ to 24½  
36 to 44

**B**  
Embroidered  
Cotton  
Sizes  
12 to 20  
14½ to 24½

**C**  
Washfast  
No-iron  
Cotton  
Sizes  
12 to 20  
14½ to 22½

**A**  
Washfast  
Broadcloth  
Sizes  
12 to 20  
14½ to 24½

**D**  
Woven  
check  
Gingham  
Sizes  
12 to 20  
14½ to 24½

**A** BROADCLOTH step-in dress has matching embroidery in front 4-gore skirt. Washfast won't shrink over 1%. Shpg. wt. 14 oz. Order correct size.  
Misses' sizes 12, 14, 16, 18, 20  
031K4898—Pale lilac... \$3.98  
031K4899—Light aqua blue... 3.98  
Also Shorter Women's sizes 14½, 16½, 18½, 20½, 22½, 24½  
031K4998—Pale lilac... \$3.98  
031K4999—Light aqua blue... 3.98

**B** EMBROIDERED COTTON checked coat dress with smart front revers. 4-gore skirt, set-in pockets. Washable. Shpg. wt. 14 oz. Order correct size.  
Misses' sizes 12, 14, 16, 18, 20  
031K4896—Black and white checks \$3.98  
031K4897—Green and white checks 3.98  
Also Shorter Women's sizes 14½, 16½, 18½, 20½, 22½, 24½  
031K4996—Black and white checks \$3.98  
031K4997—Green and white checks 3.98

**C** WASHFAST NO-IRON COTTON slightly nipped, softly shaded dress. 2-gore skirt back, side zipper; button trim. Shpg. wt. 14 oz. Order correct size.  
Misses' sizes 12, 14, 16, 18, 20  
031K4894—Yellow, gray stripes \$3.98  
031K4895—Rose and gray stripes 3.98  
Also Shorter Women's sizes 14½, 16½, 18½, 20½, 22½  
031K4994—Yellow, gray stripes \$3.98  
031K4995—Rose and gray stripes 3.98

**D** WOVEN CHECK GINGHAM dress 4-gore skirt, patch pockets; side zipper. Washfast won't shrink over 1%. Shpg. wt. 14 oz. Order correct size.  
Misses' sizes 12, 14, 16, 18, 20  
031K4860—Navy and white checks \$3.98  
031K4861—Black and white checks 3.98  
Also Shorter Women's sizes 14½, 16½, 18½, 20½, 22½, 24½  
031K4960—Navy and white checks \$3.98  
031K4961—Black and white checks 3.98

**E** 80-SQUARE PERCALE coat dress in parley print on eggshell ground. Black trim, back yoke; 6-gore skirt. Washable. Shpg. wt. 15 oz. Order correct size.  
Misses' sizes 14, 16, 18, 20  
031K3830—Lt., deep green \$3.98  
031K3831—Lt., deep rose 3.98  
031K3832—Lt., deep blue 3.98  
Shorter Women's sizes 16½, 18½, 20½, 22½, 24½  
031K5810—Light and deep green \$3.98  
031K5811—Light and deep rose 3.98  
031K5812—Light and deep blue 3.98

**F** SANFORIZED CHAMBRAY in soft-toned stripes. Shoulder flanges give soft bustline fullness; skirt has smooth-fitting 2-gore back. Set-in pockets, side zipper. Washfast won't shrink over 1%. Shpg. wt. 15 oz. Order correct size.  
Shorter Women's sizes 14½, 16½, 18½, 20½, 22½, 24½, Women's 36, 38, 40, 42, 44  
031K4970—Cocoa, light brown and orange stripes on white; brown trim... \$3.98  
031K4971—Light gray, deep gray and yellow stripes on white; black trim... 3.98

Petticoats are used under full skirts, they are not included. See index for Sears complete assortment. Use Easy Terms on purchases totaling \$20 or more, see inside back cover. Measure, check with size charts on page 82



# BARGAINS

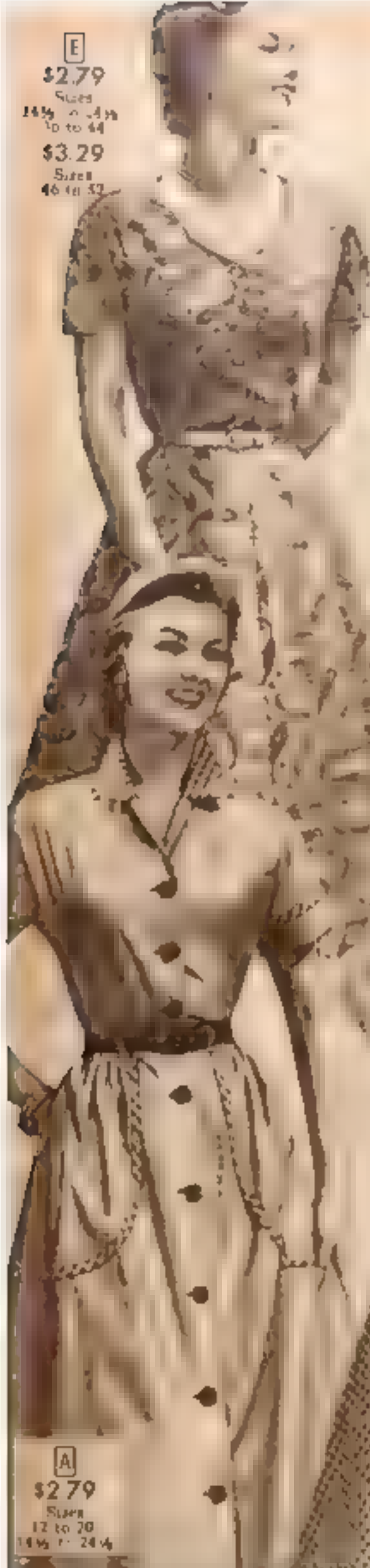
## Washable Cottons

All styles in  
Shorter Women's sizes . .  
4 styles in Misses' sizes,  
2 styles in Women's and  
Larger Women's sizes

**\$2.79**  
EACH

Misses', Shorter Women's sizes

Larger Women's sizes 46 to 52 **\$3.29** each



**A**  
**\$2.79**  
Sizes  
12 to 20  
14½ to 24½



**B**  
**\$2.79**  
Sizes  
14½ to 24½  
36 to 44  
**\$3.29**  
Sizes  
46 to 52



**C**  
**\$2.79**  
Sizes  
12 to 20  
14½ to 24½



**D**  
**\$2.79**  
Sizes  
12 to 20  
14½ to 24½

**A** POLISHED CHAMBRAY—Sail dress with checked trim. 2-gore skirt back, one pocket, concealed no pocket. Shpg. wt. 1 lb. 1 oz. Order correct size. Misses' sizes 12, 14, 16, 18, 20.  
031K4890—Gray, black and white \$2.79  
031K4891—Lt. brown, tan, white 2.79  
Also Shorter Women's sizes 14½, 16½, 18½, 20½, 22½, 24½  
031K4890—Gray, black and white \$2.79  
031K4891—Lt. brown, tan, white 2.79

**E** GOLD-EDGED METALLIC BRAID trims this pattern print dress with scooped front neckline, 4-gore flared skirt, side zipper, plastic belt, side zipper. Shpg. wt. 14 oz. Order correct size.  
Shorter Women's sizes 14½, 16½, 18½, 20½  
22½, 24½ Women's sizes 36, 38, 40, 42, 44  
031K4984—Multi-color paisley print Each \$2.79

**B** CHEERFUL PRINT 80% percale dress with 4-gore skirt, white emblem, set of ton trim, 2 pockets, 1 pocket, patch pockets. Shpg. wt. 14 oz. State size.  
Shorter Women's sizes 14½, 16½, 18½, 20½  
22½, 24½ Women's sizes 36, 38, 40, 42, 44  
031K4982—Black and white \$2.79  
031K4983—Navy and white 2.79  
Larger Women's sizes 46, 48, 50, 52  
031K4942—Black and white \$3.29  
031K4943—Navy and white 3.29

**C** TEN CROWN PRINT—pale dots in black ground, in an 80-square percale dress with a new print, "crossed" collar. White embossed cotton trim, later skirt with plain back. Shpg. wt. 14 oz. Order correct size.  
Misses' sizes 12, 14, 16, 18, 20  
031K4886—Lilac print \$2.79 031K4887—Pink print 2.79  
031K4888—Red and navy on gray \$2.79 031K4889—Green and navy on gray 2.79

**C** WHITE GRADIENT—Dots in a white ground, in an 80-square percale dress with a new print, "crossed" collar. White embossed cotton trim, later skirt with plain back. Shpg. wt. 14 oz. State size.  
Misses' sizes 12, 14, 16, 18, 20  
031K4886—Navy with white dots \$2.79  
031K4887—Black with white dots 2.79  
Larger Women's sizes 46, 48, 50, 52  
031K4980—Navy with white dots \$2.79  
031K4981—Black with white dots 2.79

**D** CROWN PRINT 80% percale dress with 4-gore skirt, white emblem, set of ton trim, 2 pockets, 1 pocket, patch pockets. Shpg. wt. 1 lb. 1 oz. State size. Misses' sizes 12, 14, 16, 18, 20.  
031K4886—Red and navy on gray \$2.79  
031K4889—Green and navy on gray 2.79  
Also Shorter Women's sizes 14½, 16½, 18½, 20½, 22½, 24½  
031K4988—Red and navy on gray \$2.79  
031K4989—Green and navy on gray 2.79

**D** CROWN PRINT 80% percale dress with 4-gore skirt, white emblem, set of ton trim, 2 pockets, 1 pocket, patch pockets. Shpg. wt. 1 lb. 1 oz. State size. Misses' sizes 12, 14, 16, 18, 20.  
031K4886—Red and navy on gray \$2.79  
031K4889—Green and navy on gray 2.79  
Also Shorter Women's sizes 14½, 16½, 18½, 20½, 22½, 24½  
031K4988—Red and navy on gray \$2.79  
031K4989—Green and navy on gray 2.79

**E** TEN CROWN PRINT—pale dots in black ground, in an 80-square percale dress with a new print, "crossed" collar. White embossed cotton trim, later skirt with plain back. Shpg. wt. 14 oz. Order correct size.  
Misses' sizes 12, 14, 16, 18, 20  
031K4886—Lilac print \$2.79 031K4887—Pink print 2.79  
031K4888—Red and navy on gray \$2.79 031K4889—Green and navy on gray 2.79



LOWEST-PRICED  
dresses at Sears  
Washfast Percales

\$ **2.49**  
EACH

**E**  
\$3.29  
Sizes  
12 to 20  
14½ to 24½

**F**  
\$2.98  
Sizes  
12 to 20  
16½ to 24½

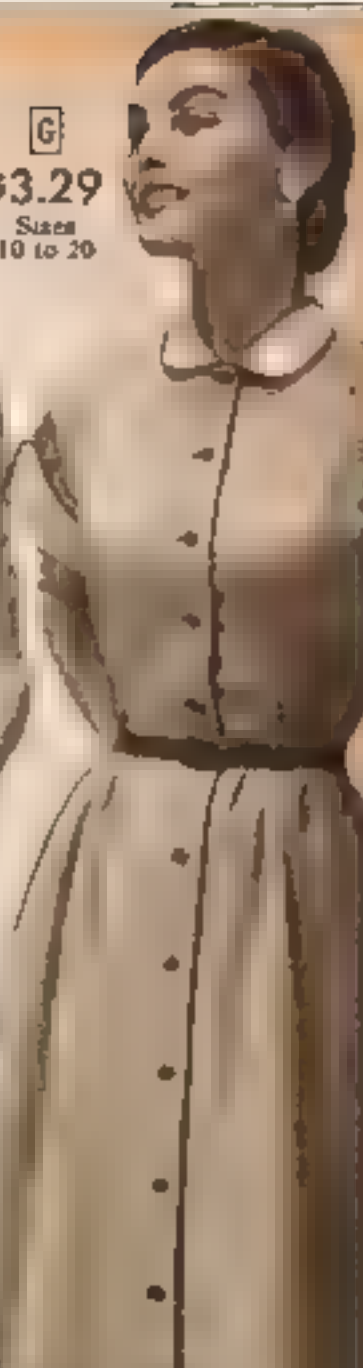
**G**  
\$3.29  
Sizes  
10 to 20



**C**  
Sizes  
12 to 20  
16½ to 24½



**D**  
Sizes  
12 to 20  
16½ to 24½



**A**  
Sizes  
12 to 20  
16½ to 24½



**B**  
Sizes  
12 to 20  
16½ to 24½

**NO-IRON PLISSE**

WASHFAST COTTON DRESSES

\$ **2.98** TO \$ **3.49**  
Each Each

**E** PRETTY AS A PICTURE with delicate scratch-print on white. Zipper to below waist, 2-gore skirt back 2 patch pockets. Shpg. wt. 14 oz. Order correct size  
Misses' sizes 12, 14, 16, 18, 20  
031 K 4892—Red and navy blue print on white . . . \$3.29  
031 K 4893—Kelly green and black print on white . . . 3.29  
Shorter Women's sizes 14½, 16½, 18½, 20½, 22½, 24½  
031 K 4892—Red and navy blue print on white . . . \$3.29  
031 K 4893—Kelly green and black print on white . . . 3.29

**F** COOL AS A BREEZE . . . dotted, trimmed and belted with white. Flare-skirt is gathered in front, has smooth, 2-gore back. Zipper to below waist; cotton pique trim. Shpg. wt. 14 oz. Measure; order correct size  
Misses' sizes 12, 14, 16, 18, 20  
031 K 4872—Navy blue \$2.98 031 K 4873—Aqua blue \$2.98  
Shorter Women's sizes 16½, 18½, 20½, 22½, 24½  
031 K 4872—Navy blue \$2.98 031 K 4873—Aqua blue \$2.98

**G** LIGHT AS A FEATHER . . . easy-to-wear coat dress, slimly striped on white. White pique trim is piped to match color of stripes. Skirt has front gathers, 2-gore back fits smoothly Shpg. wt. 14 oz. Order correct size  
Misses' sizes 10, 12, 14, 16, 18, 20  
031 K 4868—Navy blue pinstripes on white . . . \$3.29  
031 K 4869—Bright red pinstripes on white . . . 3.29

**H** NEAT AS A PIN . . . this extremely slenderizing coat dress in the most flattering color of all . . . navy blue. Front trim is white embossed cotton. Skirt has front gathers, 2-gore back; set-in pocket. Order correct size  
Misses' sizes 12, 14, 16, 18, 20  
031 K 4864—Navy with white. Shpg. wt. 14 oz. . . . \$3.49  
Shorter Women's sizes 16½, 18½, 20½, 22½, 24½  
031 K 4864—Navy with white Shpg. wt. 14 oz. . . . 3.49

You'll look smarter if you measure to be sure before buying your dress. Check with the size charts . . . page 82



**H**  
\$3.49  
Sizes  
12 to 20  
16½ to 24½

**A** BUTTON-FRONT COAT DRESS in lovely multicolor plaid. Crisp, white embossed cotton trim. Skirt has 2-gore front, 2-gore back, 2 patch pockets. Order your correct size. Shipping weight 13 ounces.  
Misses' sizes 12, 14, 16, 18, 20  
031 K 3822—Multicolor. \$2.49  
Also in Shorter Women's sizes 16½, 18½, 20½, 22½, 24½.  
Order your correct size  
031 K 3820—Multicolor. \$2.49

**C** SIDE-BUTTON COAT DRESS, box print matching solid color trim and applique on pocket, self tie at waist 4-gore skirt. Order correct size. Shipping weight 14 ounces  
Misses' sizes 12, 14, 16, 18, 20  
031 K 3824—Navy and white  
Also in Shorter Women's sizes 16½, 18½, 20½, 22½, 24½.  
Order your correct size.  
031 K 3834—Navy and white  
Each dress only \$2.49

**B** ZIPPER-FRONT PRINT whiteground Zip to below waist. 4-gore skirt. Wt. 13 oz.  
Misses' sizes 12, 14, 16, 18, 20  
031 K 3874—Orange, gray, gold  
031 K 3825—Green, maize, red  
Shorter Women's sizes 16½, 18½, 20½, 22½, 24½  
031 K 3832—Orange, gray, gold  
031 K 3833—Green, maize, red  
Order correct size Each \$2.49

**D** ZIPPER-FRONT PRINT opens to below waist. White embossed cotton trim. 4-gore skirt. Shipping wt. 13 oz.  
Misses' sizes 12, 14, 16, 18, 20  
031 K 38208—Medium and dark blue and white  
031 K 3821—Green, red, white  
Also in Shorter Women's sizes 16½, 18½, 20½, 22½, 24½.  
Women's sizes 38, 40, 42, 44  
031 K 38208—Medium and dark blue and white  
031 K 3829—Green, red, white  
Order correct size Each \$2.49



IT'S WONDERFUL  
that you're going  
to have A BABY!

Description of apparel shown on opposite page

**A** MATERNITY SUIT OF WASHFAST COTTON HONAN... woven shadow plaid with rich texture similar to Honan silk. The unlined jacket has birds-eye cotton pique trim with contrasting embroidery, set on back yoke. The skirt has a cut-out front with tie adjustment; kick pleat in back. Shpg. wt. 1 lb. 3 oz. *Misses' sizes 10, 12, 14, 16, 18, Juniors' sizes 9, 11, 13, 15, 17. Order usual size.*  
031 K 8365—Medium blue, red and white trim \$6.98  
031 K 8366—Oxford gray, red and white trim \$6.98

**B** 2-PC. MATERNITY SUIT of washfast, combed checked gingham. The unlined jacket slips on over your head, has a deep front insert bordered in birds-eye cotton pique. Skirt has cut-out and tie adjustment in front, 2-gore back, kick pleat. Shpg. wt. 1 lb. 3 oz. *Misses' sizes 10, 12, 14, 16, 18, Juniors' sizes 9, 11, 13, 15, 17. Order usual size.*  
031 K 8362—Black and white woven checks \$5.98  
031 K 8363—Rose pink and white woven checks \$5.98

**C** 3-PC. MATERNITY ENSEMBLE of linen-look rayon... our finest quality; wrinkle resistant, hand washable. The print dress has elasticized adjustment at waist, 4-gore skirt. Solid-color 4-gore skirt has button at front and tie adjustment. Wear it with the flaring jacket to make a wonderful suit. Shpg. wt. 2 lbs. 6 oz. *Misses' sizes 10, 12, 14, 16, 18, 20, Juniors' sizes 9, 11, 13, 15, 17.*  
031 K 8025—Navy and red print on white; navy skirt  
031 K 8026—Black, aqua blue print on white; black skirt. Order usual size. Each 3-piece outfit \$11.98

**D** 2-PC. MATERNITY DRESS IN NO-IRON COTTON with a slightly rippled texture. Jacket has very pretty, modern print in wonderful pastel colors. Skirt has cut-out and tie adjustment in front, kick pleat in 2-gore back, 2-inch hem. Washable. Shpg. wt. 1 lb. 3 oz. *Misses' sizes 10, 12, 14, 16, 18, Juniors' sizes 9, 11, 13, 15, 17. Order usual size.*  
031 K 8598—Aqua blue skirt, jacket with aqua, gray and green print on white \$4.98  
031 K 8599—Rose pink skirt, jacket with rose, cocoa browns and gold on white \$4.98

**E** 2-PC. MATERNITY DRESS of no-iron cotton with a slightly rippled texture. The jacket has shirring at all-around yoke, rhinestone and white rick rack trim. Looks smart with other skirts. The skirt has a cut-out front and tie adjustment, kick pleat in back, 2-inch hem. Washable. Shpg. wt. 1 lb. 3 oz. *Misses' sizes 10, 12, 14, 16, 18, Juniors' sizes 9, 11, 13, 15, 17. Order usual size.*  
031 K 8592—Aqua blue with white only \$4.98  
031 K 8591—Navy blue with white only \$4.98  
031 K 8593—Rose pink with white only \$4.98

**F** THREE-PIECE MATERNITY WARDROBE. A dress of easy-to-iron rayon crepe with white dots plus a solid color jacket and skirt of fa-ho-type acetate and rayon. The dress has a detachable collar and waist adjustment, 3-gore skirt back. Unlined jacket has flared 2-gore back. Skirt has cut-out front with tie adjustment, 2-gore back. Hand wash dress separately. Dry clean suit. Shpg. wt. 2 lbs. 8 oz. *Misses' sizes 10, 12, 14, 16, 18, 20, Juniors' sizes 9, 11, 13, 15, 17. Order usual size.*  
031 K 8094—Navy blue and white dress, navy blue jacket and skirt. 3 pieces for only \$10.49

You can buy everything for you and your baby from Sears... see index listings under "Maternity" and "Layette." Apparel on these 2 pages shipped from Philadelphia, Atlanta or Kansas City, whichever is nearest. Order and pay postage from your mail order house. Use Easy Terms, see inside back cover.

## NEW MATERNITY OUTFITS

Becoming 2-piece styles that are also useful "separates"

MATERNITY SUIT in washable rayon honan... lustrous, firm new fabric with a linen-like texture, wrinkle-resistant. Collar and cuffs are white linen-look rayon, detachable and easy to wash. The unlined jacket has knife pleats in front and back. The skirt has a cut-out front with tie adjustment, fly front effect, 2-inch hem for easy entering. Shipping weight 1 lb. 9 oz. *Misses' sizes 10, 12, 14, 16, 18, Juniors' sizes 9, 11, 13, 15, 17.*

031 K 8281—Navy blue  
031 K 8282—Light woodcock blue  
Order usual size. Each \$6.98

MATERNITY SUIT in crisp fade ribbed rayon and acetate... silver mandarin jacket has rich braid embroidery, navy and silver color on blue, black and silver color on pink. Flared 2-gore back. The skirt has a cut-out front and tie adjustment, 2-gore back with kick pleat. Dry clean. Shpg. wt. 1 lb. 10 oz. *Misses' sizes 10, 12, 14, 16, 18, Juniors' sizes 9, 11, 13, 15, 17. Please be sure to order usual size.*

031 K 8275—Light blue jacket, navy skirt \$5.98  
031 K 8276—Pale pink jacket, black skirt \$5.98

MATERNITY DRESS AND JACKET in wrinkle-resistant linen-look rayon that washes. The dress is in a smart, modern print, has white embossed cotton trim, elasticized shirring at waist for comfortable expansion, 4-gore skirt. Unlined jacket smart with any dress. Wash separately. Shpg. wt. 1 lb. 14 oz. *Misses' sizes 10, 12, 14, 16, 18, Juniors' sizes 9, 11, 13, 15, 17. Order usual size.*

031 K 8278—Navy jacket, light blue dress with navy and red  
031 K 8279—Bright red jacket, white dress with red and navy  
Each 2 pc. outfit only \$6.98





**A**  
Washfast  
Cotton Honan  
**\$6.98**  
Sizes  
10 to 18;  
9 to 17



**B**  
Woven Check  
Gingham  
**\$5.98**  
Sizes  
10 to 18;  
9 to 17



**C**  
3-pc. Ensemble  
Linen-look Rayon  
**\$11.98**  
Sizes  
10 to 20;  
9 to 17



**D**  
No-iron  
Cotton  
**\$4.98**  
Sizes  
10 to 18;  
9 to 17



**E**  
No-iron  
Cotton  
**\$4.98**  
Sizes  
10 to 18;  
9 to 17



**F**  
3-pc. Ensemble  
Rayon Crepe Dress;  
"Suit" of Faille-type  
Acetate and Rayon  
**\$10.49**  
Sizes  
10 to 20;  
9 to 17





**A**  
Plisse Jacket,  
Broadcloth  
Skirt  
**\$3.98**  
Sizes  
10 to 18;  
9 to 17



**B**  
Sanforized  
Dress-weight  
Denim  
**\$3.98**  
Sizes  
10 to 18;  
9 to 17



**C**  
Polished  
Chambray  
**\$3.98**  
Sizes  
10 to 18;  
9 to 17



**D**  
80-Square  
Percale  
**\$2.98**  
Sizes  
10 to 18;  
9 to 17



**E** Sanforized  
Broadcloth  
**\$4.59**  
Sizes 10 to 18; 9 to 17

 **IT'S WONDERFUL** that you're  
going to have a **BABY**

All in Washable Cottons . . all skirts have 2-inch hems

**A** 2-PC. MATERNITY DRESS . . Jacket in polka-dotted no-iron plisse with inverted pleats in front; broadcloth skirt with cut-out front and tie adjustment, kick pleat. Shpg. wt. 14 oz. *Misses' sizes* 10, 12, 14, 16, 18; *Juniors' sizes* 9, 11, 13, 15, 17. Order usual size.  
031 K 8594—Navy and white. \$3.98  
031 K 8595—Dk. green, white. 3.98

**C** 2-PC. MATERNITY DRESS in polished chambray with white trim. Jacket front has inverted pleats. Skirt has cut-out and tie adjustment; 2-gore back. Wt. 1 lb. *Misses' sizes* 10, 12, 14, 16, 18; *Juniors' sizes* 9, 11, 13, 15, 17. Order usual size.  
031 K 9514—Frosty med. gray. \$3.98  
031 K 9515—Frosty lt. brown. 3.98  
031 K 9516—Frosty med. green. 3.98

**E** MATERNITY DRESS of Sanforized broadcloth. Pretty smocked yoke. The back unbuttons to the waist; elasticized shirring at waist allows easy expansion; 4-gore skirt. Won't shrink over 1%. Shpg. wt. 1 lb. 1 oz. *Misses' sizes* 10, 12, 14, 16, 18; *Juniors' sizes* 9, 11, 13, 15, 17. Please order your usual size.  
031 K 8582—Navy with white. \$4.59  
031 K 8583—Deep gray, white. 4.59  
031 K 8584—Lilac with white. 4.59

**B** 2-PC. MATERNITY DRESS in dress-wt. denim; won't shrink over 1%. Skirt has cut-out and tie front, kick pleat. Wt. 1 lb. 11 oz. *Misses' sizes* 10, 12, 14, 16, 18; *Juniors' sizes* 9, 11, 13, 15, 17. Order usual size.  
031 K 8580—Wedgwood (lt.) blue skirt; blue and multi-stripe top. \$3.98  
031 K 8581—Rosewood tan skirt; tan and multi-stripe top. . . . \$3.98

**D** 2-PC. MATERNITY DRESS in 80-sq. percale . . checked jacket with red scroll applique; skirt with cut-out front and tie adjustment, kick pleat. Shpg. wt. 14 oz. *Misses' sizes* 10, 12, 14, 16, 18; *Juniors' sizes* 9, 11, 13, 15, 17.  
031 K 8596—Navy; white with navy  
031 K 8597—Black; white with black  
Order usual size . . . . . Each \$2.98

**F** WOVEN PLAID GINGHAM SMOCK for everyone! White pique trim. Shpg. wt. 10 oz. *Misses' sizes* 10, 12, 14, 16, 18 only. Order correct size.  
031 K 8585—Deep blue plaid. \$3.39  
031 K 8586—Deep red plaid. 3.39  
**G** WASHFAST PERCALE SMOCK for everyone! Smocked yoke. Wt. 11 oz. *Misses' sizes* 10, 12, 14, 16, 18; 031 K 9591—Multicolor calico print on eggshell (lt.) beige; black trim. Order correct size . . . . . Each \$2.98

**F**  
Gingham  
Smock  
**\$3.39**  
Sizes  
10 to 18



**G**  
Washfast  
Percale  
Smock  
**\$2.98**  
Size  
10 to 18

You can buy everything for you and your baby from Sears; see index: "Maternity" and "Layette." Easy Terms, inside back cover.





## DUSTERS for your leisure hours

... easy to slip into ... and they all wash

**A** FLUFFY TERRY CLOTH... soft, absorbent cotton that's perfect at the beach... or at home, especially after a bath. This popular duster is well made with wide elasticized shirring and attached belt at waist; deep cuffs; big, handy pocket. Washable. Shpg. wt. 2 lbs. *Misses' sizes* 12, 14, 16, 18, 20. *Order correct size.*  
031 K 7670—White..... \$4.98

**C** SMOOTH 100% ACETATE CREPE with rosebud print. This duster is worn 3 ways... looks pretty whichever way you choose, with its 4-gore flare and back yoke with white nylon eyelace trim. Hand wash. Shipping wt. 14 oz. *Misses' sizes* 10, 12, 14, 16, 18. *Order correct size.*  
031 K 7664—White with rose... \$3.98  
031 K 7665—Lt. blue with rose 3.98  
031 K 7666—Lt. pink with rose 3.98

**E** WASHFAST NO-IRON COTTON duster is slightly rippled, stays crisp and pretty, keeps its color through many tubbings. 4-gore flare; cute little collar; patch pockets. Shpg. wt. 1 lb. 2 oz. *Misses' sizes* 10, 12, 14, 16, 18. *Order correct size.*  
031 K 7498—Bright turquoise green; red and white striped trim... \$3.98  
031 K 7499—Bright gold with gray and white striped trim..... \$3.98

**B** CRISP EMBOSSED COTTON with striking "basket-weave" pattern... duster with 3-gore flare, front-tie belt, set-in pockets. Appliqued chintz flowers; contrast piping. Washable. Shpg. wt. 1 lb. 2 oz. *Misses' sizes* 10, 12, 14, 16, 18. *Order correct size.*  
031 K 7667—Straw (light tan) \$4.98  
031 K 7668—Light aqua blue... 4.98  
031 K 7669—Light rose pink... 4.98

**D** BABY PINPOINT CHENILLE... our finest. 3-way duster has 2-tone design. Cotton; wash separately. Shpg. wt. 2 lbs. 1 oz. *Order correct size.* *Misses' sizes* 10, 12, 14, 16, 18.  
031 K 7671—Turquoise blue... \$3.98  
031 K 7672—Bright rose... 3.98  
Also *Women's sizes* 38, 40, 42, 44.  
031 K 7674—Turquoise blue... \$4.59  
031 K 7675—Bright rose... 4.59

**F** NEW EMBOSSED COTTON... very soft, very comfortable, very pretty! Combed cotton 3-way duster has floral print on white, piping to match; 4-gore flare. Hand wash. Shpg. wt. 14 oz. *Order correct size.* *Misses' sizes* 10, 12, 14, 16, 18.  
031 K 7700—Light blue print... \$3.98  
031 K 7701—Rose pink print... 3.98  
Also *Women's sizes* 38, 40, 42, 44.  
031 K 7702—Light blue print... \$4.98  
031 K 7703—Rose pink print... 4.98

**E** No-iron Cotton  
\$3.98  
Sizes 10 to 18

**F** New Embossed Cotton  
\$3.98  
\$4.98  
Sizes 10 to 18  
38 to 44

Apparel on these 2 pages shipped from Philadelphia, Kansas City or Atlanta, whichever is nearer. Order and pay postage from your mail order house

PCBMNMDG PAGE 49... DRESSES





**A**  
100% Nylon  
Fully Lined  
**\$9.98**  
Sizes  
12 to 18



**B**  
100% Dacron®  
**\$5.98**  
Sizes  
12 to 20

**C** 100% Nylon  
**\$6.98 \$8.98**  
Duster Long Robe  
Sizes 12 to 20



**D**  
100% Nylon  
**\$8.98**  
Sizes  
12 to 20  
16½ to 24½

## MIRACLE ROBES

Luxury plus economy in robes that wash . . drip dry . . need no ironing . . resist wrinkles and rips

**A** FULLY LINED DUSTER . . 100% NYLON . . absolutely non-transparent . . wear it over anything, any time. Sheer nylon with velvety applied floral design; complete lining of solid color non-transparent nylon. Nylon tricot trim; 4-gore flare; back yoke with pleat. Beautiful! Wear 3 ways. Washable. Shpg. wt. 1 lb. 1 oz. *Misses' sizes 12, 14, 16, 18. Order correct size.*

031 K 7714—Light pink with white design; pink lining . . . \$9.98  
031 K 7717—Light blue with white design; blue lining . . . 9.98

**B** 100% DACRON® . . smooth, cool, semi-sheer with rose, turquoise and green print. Full flare; sparkling buttons. Hand wash. *Misses' sizes 12, 14, 16, 18, 20. Order correct size.*

031 K 7718—Light blue ground 031 K 7719—White ground  
031 K 7720—Light pink ground Shpg. wt. 14 oz. Each \$5.98

**C** SCULPTURED 100% NYLON . . pink or blue with white design; white nylon lace. 3-way penguin . . all around yoke. Washable. *Misses' sizes 12, 14, 16, 18, 20. Order correct size.*

031 K 7714—Lt. pink DUSTER 031 K 7451—Lt. pink LONG ROBE  
031 K 7715—Lt. blue DUSTER 031 K 7452—Lt. blue LONG ROBE  
Shpg. wt. 13 oz. Each \$6.98 Wt. 1 lb. 1 oz. . . . . Each \$8.98

**D** SCULPTURED 100% NYLON robe . . full bias skirt, acetate taffeta sash. Hand wash; no ironing. Shpg. wt. 1 lb. 1 oz. *Misses' sizes 12, 14, 16, 18, 20. Order correct size.*

031 K 7885—White ground with purple print and sash . . . \$8.98  
031 K 7886—Pink ground with royal blue print and sash . . . 8.98

*Shorter Women's 16½, 18½, 20½, 22½, 24½. Order correct size.*

031 K 7887—White ground with purple print and sash . . . \$8.98  
031 K 7888—Pink ground with royal blue print and sash . . . 8.98



Our Lowest Price  
Ever For  
100% NYLON

**\$3.98 \$4.98**  
Sizes  
10 to 18 38 to 44

SCULPTURED 100% NYLON duster . . 4-gore flare; deep-tone acetate piping. Hand wash; no ironing. Wt. 12 oz. *Misses' sizes 10, 12, 14, 16, 18.*  
031 K 7710—Lt. blue and white  
031 K 7711—Lt. pink and white  
Order correct size . . . Each \$3.98  
*Women's sizes 38, 40, 42, 44.*  
031 K 7712—Lt. blue and white  
031 K 7713—Lt. pink and white  
Order correct size . . . Each \$4.98